

REAL ESTATE JOBBING

Getting Started

Volume 2



“Building Your Jobber Business”

Barry J Grimes

The 2004 Real Estate Jobber Course - Volume 2

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INTRODUCTION

Welcome

Welcome To Volume 2 of the Real Estate Jobber course. We will concentrate on the principles that you will use to build your jobber business.

In volume 1 you were introduced to Real Estate Jobbing. Let's have a brief recap.

It's not safe to leave your financial well being in the hands of someone else. Building a thriving business is the only way to assure your financial security and take control of your life. You must choose a business that has very little risk, a stable product and the ability to grow.

Real estate investing is the perfect business to build, as it offers a flexible schedule, a never-ending market, no licensing requirements and the opportunity to earn a tremendous amount of money.

The Real Estate Jobber course was designed to concentrate specifically on real estate jobbing and not buying and selling properties.

The qualities that an athletic champion displays are the same qualities that successful business people will need to strive for. Fear is a major reason why many people don't achieve their dreams.

Fear is something that can be embraced and used as a learning experience. Once familiarity is gained, fear is conquered.

Real Estate Investors buy and sell properties for a living, and are well paid for their efforts. They have flexible schedules and usually work from home.

We now know that Real Estate Investors are able to earn a great deal of money, because they work only with **Motivated Sellers** and are able to buy properties for less than market value.

People become Motivated Sellers for a number of reasons including financial troubles, divorces and job relocations just to name a few. Real Estate Investors are able to help some Motivated Sellers by taking over a troublesome property. This sometimes provides cash for the motivated seller, and saves their credit from a major blemish.

Real Estate Jobbing is a numbers game. A successful Real Estate Jobber has to generate hundreds of **leads** each month. There are very few **Motivated** Sellers in comparison to the total market of sellers. Looking for leads is like a detective searching for clues to solve a case.

There are three general levels of real estate investing, the **Jobber**, the **Wholesaler** and the **Broker**. The three levels are separated by the amount of financial risk involved. Jobbers earn the least amount of money and have zero financial risk. Wholesalers can earn

considerably more money and have moderate risk. Brokers earn the greatest amount of money while experiencing the most risk.

We reviewed the requirements for starting your own jobber business. The most important of which are intangible. However, we established that a computer system should be obtained as soon as possible and the advanced tools such as a website would greatly help your business.

Real Estate Jobbing Volume 2



The Targets for Volume 2

1. To provide an understanding of what it takes to start a Real Estate Jobbing Business.
2. To teach you how to find and communicate with as many Investors as you need.
3. To explain why planning and goal setting are necessary for your jobber business.
4. To help you understand how to locate and use the [public records](#).
5. To show you numerous sources to find leads.
6. To provide an overview of managing your jobber business.

7. To help you understand the important role that personal motivation plays in the success of your business.

We will begin with a discussion on what is required to become a Real Estate Jobber. Next we'll discuss some [referral fee](#) strategies that you can use when developing the fees you will charge for your services.

Both long-term and short-term goal setting is covered, as well as strategic planning for your jobber business. That planning will take into account the number of leads that you can generate. How to plan your financial expectations will also be covered.

We will look at the importance of public records and how to use them to make your business succeed. You will learn how to read and understand the public records, and find where they are located.

We will cover dozens of methods and sources for generating leads for your Investors. Record keeping and management of your jobber business is then covered.

Finally we will talk about motivation and taking action to get your business off of the ground.

[Real Estate Jobbing Volume 2](#)

GETTING STARTED AS A JOBBER

As you read in Volume 1 it's very easy to get started since most of the things you require cannot be purchased. You must look within yourself, take the suggestions offered in Volume 1 and throughout the rest of the course and simply **get started**. You're probably saying, "It sounds easy to get started, but what should I do first?" We'll explore this next.

Real Estate Jobbing Volume 2

How Do I become a Real Estate Jobber?

There is no test to take, there is no class to pass, and there are no applications to fill out. You simply **start generating leads for your Investors**. Earlier you asked, "What should I do first"? **You should line up Investors** to work with. This may sound like a complex task, but it really isn't.

Real Estate Investors are plentiful all over the country, **because it's an extremely profitable profession**, with the many benefits mentioned earlier.

You should have no trouble lining up as many Investors as you desire. Most Investors will gladly accept your offer to generate new leads for them. Every Investor realizes that **your leads can turn into huge profits**, and they will only have to pay your referral fee if they are able to buy the property.

Real Estate Jobbing Volume 2

How Will My Investors Pay Me?

There are a few basic schools of thought regarding referral fee compensation. The majority of Investors will simply pay you between \$500 and \$1,000 if they are able to purchase a property, based on the information from one of your leads.

However, there are some Investors who will pay you for any lead that you provide, as long as the property is not already in their database. Sounds great, right? Depending on the Investor you can expect between \$5 and \$10 per lead; however, you might have to **forfeit your referral fee** that would be generated if your Investor bought the property.

In other words in exchange for the \$10 finders fee; the Investor now owns the lead, and has no further obligation to you. You may also be required to provide photos of the property in order to collect the \$10, which is no big deal if you have a digital camera.

If you're able to produce enough of these leads, a fairly steady income stream can be generated. I usually do not go for the pay-per-lead method, unless I'm able to negotiate a contingency payment. If the Investor buys the property, within a certain time frame (usually 6 months), I still get the \$500 referral fee.

Another plan is the "**percent of purchase price**" method. Your referral fee is based on the purchase price that the Investor negotiates with the seller. For instance your referral fee could be

1% of the purchase price, with a \$500 minimum and \$1,500 maximum. This would make sure you are not shortchanged, and the Investor is not overcharged.

If the Investor bought the property for \$75,000, your referral fee would be \$750 ($75,000 \times 1\%$). Any property purchased for \$50,000 or less would yield the minimum referral fee of \$500. Properties purchased for \$150,000 and above would pay you the maximum referral fee of \$1,500.

I would suggest starting with a simple flat fee and then revising your fee schedule as you gain experience.

Feel free to mix and match the methods to form a [fee schedule](#) that meets your needs. Again there are no hard rules in this game, be as creative as possible when negotiating compensation with the Investor.

Many Jobbers fear the Investor may steal the lead without paying the referral fee. This really has never been a problem for me. 99% of Investors are smart enough to realize that stealing a deal would cause you to discontinue generating leads, and **cost them a lot more money** in the future.

Remember the Investor probably stands to **profit at least \$15,000**, and will not rip you off for your \$500 to \$1,000 referral fee.

Real Estate Jobbing Volume 2

To Contract, or not to Contract?

I never used a contract with my Investors. I negotiated up front and the verbal arrangement was always honored. You may want to draw up a simple **fee schedule** and present it to your Investors.

This can be informal and simply states what information you will provide, and how much you will be paid for that information. That's basically all a contract is.

There is a sample generic contract in the forms section that you can base your agreement on. As always, you should seek professional legal advice when dealing with contracts of any nature.

Some Investors may require you to complete an Independent Contractor agreement. This basically states that you are responsible for your own taxes, and that you are not an employee of the Investor. It's not a big deal, but don't forget your Jobber income is taxable. Seek advice from a CPA.

Real Estate Jobbing Volume 2

How Do I Find Investors to Work With?

There are **four extremely quick** and easy ways to find Investors in your area, **classified ads, "bandit" roadside signs, investment clubs and foreclosure auctions.**

Classified Ads – I used primarily the weekly-classified publications like the Thrifty Nickel, the Penny Saver and some other community classified newspapers.

Check your local daily paper as well, but there probably won't be many Investor ads, since the advertising rates are so much higher.

The ads usually say something like, "I buy houses for cash", or "Get cash fast for your house". Below are some sample ads that you should look for.



Figure 1 - Sample Investor Ads

These are actual classified ads found in one publication in a medium sized market. There are 17 ads shown here; you should have no problem finding 25 to 30 Investors to begin working with.

Why are the Investors advertising? Because they would rather be out buying properties instead of looking for them, which is good news for you, since this will be your specialty. This is a fairly inexpensive way for Investors to get [Motivated Sellers](#) to contact them.

If you notice these ads all target the Motivated Sellers that we mentioned in Volume 1. Some of the Investors

are “killing two birds with one stone.” That is they are advertising to buy homes and at the same time letting people know that they also have homes available for purchase.

Real Estate Jobbing Volume 2

“Bandit” Roadside Signs – Investors also post **roadside signs**, which read “I buy houses” or “Cash for your house” in their target neighborhoods. You’ve probably seen these signs posted at intersections all over town. Again, they are targeting **Motivated Sellers**. This is another inexpensive method for Investors to advertise. Here are a few examples of the signs.



Finding these signs can be fun and easy, simply take your family for an afternoon drive through various neighborhoods all over town and write down the phone numbers from the signs. Don’t forget to record your mileage.

Real Estate Jobbing Volume 2

Real Estate Investment Clubs – of course you will find Investors at Investment Club meetings. These clubs are very beneficial and you should plan to join and attend the next meeting.

Most clubs will allow you to attend your first meeting for free. Annual membership cost typically ranges from \$50 - \$150. This is an excellent way to network, make contacts and to let Investors know you are new to the business.

The experienced Investors often share tips and tricks that have worked well for them. Sometimes they even take field trips to evaluate properties.

Talk about real-life training, it doesn't get any better than this. Guest speakers are often brought in and they will also share a wealth of information.

Many clubs offer a variety of inexpensive educational opportunities including, classes, national speakers, bus trips etc.

There are often **sub-groups** that meet separate from the main club. These groups may include new investors, wholesalers, commercial properties and many other sets of Investors.

The sub-groups take people with more **specific interest** and have discussions, which pertain strictly to those interests. It provides for a more intimate setting and a good exchange of ideas.

It's important to get to the meetings a little early to **network with the other members**. Approach members and explain that you are new to the investing business and trying to learn as much as possible. Ask for their business card, but do not try to establish a relationship in this setting.

As I mentioned earlier Investors are usually willing to **share** their knowledge and experiences, so don't be afraid to ask questions and then return the favor when you are an expert.

The website listed below contains information on real estate investment clubs in most states. Click the link below.

<http://www.realestatepromo.com>



Figure 2 - Investment Club Source

If there are no real estate investment clubs in your area, then utilize the other methods to find Investors. After gaining some experience and making contacts; you can be the person who starts an investment club in your area. Someone has to start it, why not you?

Real Estate Jobbing Volume 2

Foreclosure Auctions – many Investors shop at **foreclosure** auctions for **distressed properties**. These auctions are typically held at your County Courthouse, sometimes literally on the **Courthouse steps**.

Call your local County Courthouse and find out when, where and what time the next foreclosure auction or sale is. The Clerk of Courts is a good place to start, and they will usually be able to direct you to the department that handles the foreclosure auctions.

After the auction is over approach the Investors that bid on properties, introduce yourself as you would at an Investor club meeting, and follow through requesting their business card.

Using these four methods you should be able to **find all of the Investors that you can handle**. You should contact every Investor that you identified from the classified ads, the phone numbers from the signs and all of the business cards that you collected.

Be sure to check your list for **duplicates**, as some Investors will be included in all of your sources. You don't want to contact the same Investor more than once. Initially you will have a large number of Investors. Don't worry; you won't work with all of them, only those who will help you to succeed.

Most Investors are willing to **share knowledge**, but it must be a **win-win** situation. Don't expect him to just unload all of the knowledge he has picked up over the years just because you call and ask.

You must also do your part. Let him know you will strive to find a good supply of properties that meet his needs, as well as, provide complete and detailed information for each property. Be willing to go the **extra mile**.

Now you are **saving** your Investor **time** by finding and qualifying leads that **can earn him money**. In exchange you will get **paid both financially and through knowledge sharing**. This is a win-win relationship.

You will start by calling each Investor and completing the [Investor Evaluation Form](#), a sample is included in the forms section of this guide. Don't be intimidated; they want your help. Your call should go something like this:

Hello Mr. Investor my name is Joe Jobber and I noticed your ad/sign and it led me to believe that you are a Real Estate Investor (If you met this person at the Investment club meeting indicate so now). I wanted to find out if you would be interested in me finding property leads for you (the answer will probably be yes 99% of the time). **Is this a good time for you?** That's great; I'm new to real estate investing and will work hard to find you Motivated Sellers. I hope to learn a lot from you.

Then proceed to complete the Investor Evaluation Form, try to sound as natural as possible and not like you are reading a script. Make conversation as you ask the questions. Once the form is complete inform the Investor that you hope to have leads for him in the next few weeks, thank him for his time and leave your phone number. This should only take a few minutes; don't forget Investors are busy people!

If you get an answering machine, leave a message indicating that you are interested in finding motivated sellers for him, and leave your number. You will get a high rate of returned calls.

Let's review the [Investor Evaluation Form](#), which contains the information and questions you will ask the Investor.

Company Name – Many Investors start out under their own name, but usually incorporate very soon. Record the legal name of their business here.

Phone Number – be sure to get their cell phone number as well as their business number.

E-mail – this is most likely the way you will communicate your leads to the Investor. Make sure to double-check the spelling.

Contact – this will probably be the person you are speaking with, the owner. Many Investors are one-person operations. Some Investors include their spouse or other partners, since some form of corporations require at least two members.

Referral Fee – this is where you negotiate your referral fee. You should be able to negotiate at least \$500 for each lead that turns into a purchase.

In fact if you offer your service for \$500 probably 99% of Investors will accept immediately. If you feel bold you can pose the following question, “What do you typically pay for leads that end up in a purchase, around \$750”?

They might agree, if not you can always negotiate back to the \$500 minimum.

Again **what you charge is completely up to you.** The amounts I discuss are strictly average. Your market may bear slightly higher or lower referral fees.

As we discussed earlier be careful of the deals that pay you for each lead, you may lose out on the \$500 referral fee in the end.

There are situations where you will negotiate special deals with your Investors, for a referral fee in the \$1,000 range. I will cover these situations later.

Information Needed – ask the Investor what information you will need to supply to him. Later I will give you all of the information the Investor could ever want, but this is where you can find out if he has any special needs, such as pictures.

Type of Property – find out what types of properties the Investor prefers to work with. Single-family homes? Multi-family homes? Apartment buildings? Vacant Homes? Be as specific as possible, since you'll want to tailor your leads to your Investor's needs. Some Investors will be very particular, while others will work with any type of property.

Price Range – find out if the Investor has a particular price range for the properties they typically buy. Again you will get a variety of preferences that run the gambit.

Area of Town – discover what area of town the Investor prefers. Some will work the entire metro area, others will work an entire County and some may only work certain zip codes.

Type of Seller – this simply lets the Investor know that you are searching for Motivated Sellers. Simply ask, "Do you work with...." and read off the options checking each as she says yes. The check boxes are:

FSBO – for sale by owner

FRBO – for rent by owner

OOA – out of area owners or landlords

Pre For – Pre-foreclosures (I will cover this seller in great detail later)

Abandoned – abandoned and ugly homes

Estates – deceased owners and the property is controlled by their estate or probate court

Divorce

Services Offered – what does the Investor usually do with the property after he buys it? You never know when you might have a contact that may be interested in buying or renting the property from your Investor. Check the boxes that apply.

Flip – when the Investor immediately sells the property or contract to another Investor or owner occupant.

Rehab – the Investor completely rehabilitates the property and then sells it at or above the market price.

L/O – lease option, this is where the Investor allows the tenant to lease the property, with an option to purchase at a later date. Also known as rent-to-own.

Rent – the Investor may just want to hold the property as a rental unit.

The purpose of the [Investor Evaluation Form](#), as the name implies, is to allow you to evaluate the preferences of each Investor. There will be some Investors that you won't want to work with, based on the information on the form.

You may have 20 to 30 forms to evaluate. You will need to separate them by preference and see how many varieties of Investors that you have. You will want **as much variety as possible**, as you will initially find leads that cover all types, price ranges and areas of town.

You want to have a good mix of Investors. This will allow you to present more leads, and have a better chance of converting them. As you gain experience you may want to specialize a little more, but initially I recommend you **gather every lead you come across**.

Obviously you will not be able to continue working with all of the Investors. In fact I recommend eventually narrowing your number of Investors gradually, until you are down to a manageable number. That number is up to you, **for some Jobbers it's 5 for others it's 25**. It all depends on the results you are getting. I will cover this in more detail later.

Now that you have more Investors than you even knew existed, you must be thinking, "OK what do I do now"? That's a good question; with all of those Investors let's build a plan of action to generate leads for them and **cash for you!**

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SETTING A COURSE OF ACTION

This is **your business**, and you should treat it as such. It is my responsibility to suggest that you consult with professionals such as an attorney and CPA to get advice on the legal matters, tax issues and accounting processes. Early on it will be very important to **keep track of all of your expenses**, even if you simply file the receipts in a box.

As with any business it is important to create a **strategic plan** to help you operate your business, and **meet your goals and objectives**. You don't have goals you say? Well you'll have to determine your **goals** before you can create a strategic plan to achieve them.

Your goals will be **both personal and business related**. Your goals must be realistic, yet make you work hard to achieve them. Initially your goals will be flexible as you will be finding your way and discovering just what you are capable of.

Goals have to be **specific** and **measurable**. How many leads will you generate each month? How much money will you accumulate in the next five years? How many months will it take you to become a Real Estate Investor? When will you buy your first property?

Your goals must be in **writing**. You should review them when you go to bed at night and when you get up in the morning.

Don't just read them, but **visualize how you will feel** in your dream house, how your new car will drive, the breeze blowing in your face as you cruise in your new boat and the smell of the tropics during your dream vacation.

By repeating this exercise each morning and evening **you will retain your visualized feelings, and subconsciously drive yourself to accept nothing less than achieving your goals**. You must truly believe, and not be swayed by negative people.

I posted my goals on the bathroom mirror and still recite them out loud and visualize them each day. Don't worry, your significant other will get used to it.

You should **accomplish something each** day that moves you closer to achieving your goals. Goal setting will take some time and require the answers to some tough and introspective questions.

I am including separate e-books on goal setting since it is so important to the success of your business. These e-books can be found in the **Jobber Biz Toolz**.

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Long Term Goals

These are goals that you plan to accomplish in the next **five years**. Where will you live? What type of house will you live in? What type of car will you drive? Where will you go on vacation? In short, what do you want to do with your life?

Think of all of the things you plan to achieve over the next five years. How much money will you need to accomplish your long-term goals? This is what will determine how you plan to accomplish your goals.

You must understand how much money is needed, the earning potential that you have and how you're going to earn the money.

You must then develop a plan that will allow you to accomplish your goals. For instance, if part of your long term goal is to accumulate a **million dollars** over the next five years, then as part of your action plan you would need to become an Investor where the earning potential is significantly higher.

Real Estate Jobbing Volume 2

Short Term Goals

Short term goals should be accomplished over the **next year**, and be a stepping-stone towards your long-term goals. Decide what you are going to do in this twelve-month period to move toward your long-term goals. Create new short-term goals each year.

Real Estate Jobbing Volume 2

Monthly Action Plans

As you probably have guessed, the monthly action plan should contain your goals for the month, and the actions you will take to **reach your goals**. Your plan should be updated monthly.

Real Estate Jobbing Volume 2

Your Jobber Strategic Action Plan

Your jobber action plan is just one part of your long-term goals, short-term goals and monthly action plan. Your goals will also include your **personal aspirations**, which may include weight loss, exercise, spirituality and other personal goals.

At this time we are most concerned with the steps in your **jobber business plan**, which at this point are relatively simple:

1. Read all five volumes in the course
2. Find your Investors
3. Determine the number of leads you will pursue
4. Generate the leads from a variety of sources
5. Submit leads to your Investors weekly
6. Follow up with Investors and get results

An action plan requires that you **take action**. Investors won't come to you for leads. Don't wait, put your plan together and act on it. Get **started immediately**, you can always make changes and adjustments as you carry it out and discover what works best for you.

Real Estate Jobbing Volume 2

How Many Leads Can I Generate in a Month?

This is another good question. The answer of course is up to you. How much time and effort can you invest into your business? The first month you will have several assignments, and not much time for generating leads.

For the first month set a goal of generating 100 leads that's an average of 25 per week. This is realistic and will get your feet wet, as you explore the various ways to find leads and learn the process.

As you fine-tune your lead sources the number of leads will drop, but your referral fees will increase. This is the result of concentrating on the sources and Investors that are most productive. We will cover this later.

Going forward try to obtain between **300 and 500 leads per month**. These are just some general guidelines, but you may be able to find even more!

Break your target number down to a weekly basis, 75-125 leads per week. This may seem like a high number, but it is perfectly achievable.

Real Estate Jobbing Volume 2

Financial Expectations

The financial expectations are again a function of the number of leads that you are able to generate and the referral fees you have negotiated with your Investors.

In Volume 1 we discussed that on the average 1% to 2% of your leads may result in the payment of a referral fee. We also discussed that you should be able to negotiate at least a \$500 referral fee for each property your Investor purchases.

This scenario would generate 3 to 10 referral fees or \$1,500 to \$5,000 per month! Not bad for learning something new.

Remember your actual earnings can be more or less depending on all of the factors that have been discussed. You will have to realistically set the financial goals for your Jobber business.

Real Estate Jobbing Volume 2

How do I Generate Leads?

You now have your Investors lined up, your goals are set, and you understand how to estimate the amount of money you can make. But what good is all of that if you don't know how to find leads for your Investors?

In the next sections we will cover the lead generating process in detail.

Real Estate Jobbing Volume 2

GENERATING A TON OF LEADS

Real Estate Jobbing is a numbers game and you must **generate a ton of leads** to be successful. I suggest that you look for leads all over town, and not specialize in one particular area at this time. When you become a Real Estate Investor it might be wise to select a specific area of town to work, as it's easier to become an expert in a smaller geographic area.

Searching for leads all over town offers **two advantages...**

1. You will generate many more leads and increase referral fees.
2. You will be able to explore all areas of your community and make an informed decision if you decide to specialize later.

I also suggest that you **diversify the types** of leads submitted to your Investors. You will learn several ways to find Motivated Sellers, and use them all to **increase your referral fees**. You may want to specialize later, but explore all of the methods first.

Study your Investor Evaluation Forms and **get a solid understanding of your Investor's profiles**. As you generate leads try to have an idea of which Investors would be interested in each lead.

Real Estate Jobbing Volume 2

Public Records - Your Most Important Business Tool

The **public records** are where you will get the detailed information for the property leads that you generate. **You must master the**

public records in order to get the necessary information for your Investors.

A trip to the County Courthouse will most likely be necessary to learn how the public records are stored and organized in your particular County. However, it may be different for each County in each state.

The two public record sources that will be utilized for almost every type of lead are the **property appraisal records** and the **property tax records**.

These records contain a **goldmine of information** and will allow you to provide leads that will minimize the work for your Investors. Your Investors will recognize and appreciate your efforts.

Investors will not mind paying you **top dollar for going the extra mile** and providing this information on each lead. You want to be known as the best Jobber around and provide the most reliable and detailed information available.

Real Estate Jobbing Volume 2

How Do I Find these Public Records?

You can get a vast amount of information on your County government on-line at capitolimpact.com. This site contains a great deal of information on every County in every State and is very easy to use. Go to

<http://www.capitolimpact.com/gw/>

The 2004 Real Estate Jobber Course - Volume 2

The following page is brought up. Let's say you are looking for your County in Alabama. Click on the "[AL](#)" link in the table below.

CAPITOLIMPACT.COM [CI](#) [Links](#) [Notes](#)
CapitolImpact Gateway

Welcome to the CapitolImpact.com Gateway. This is your point of access to literally thousands of pages containing government and political information. Whether you are looking for a schools in your area, your local representatives or information from the EPA about your area, it's all here. Just point-and-click.

[Go](#) [Zip to City/County](#) - quickest way to local information.

[Congress](#)

AK	AL	AR	AZ	CA	CO	CT	DC	DE	FL	GA	HI	IA	ID	IL	IN	KS
KY	LA	MA	MD	ME	MI	MN	MO	MS	MT	NC	ND	NE	NH	NJ	NM	NV
NY	OH	OK	OR	PA	RI	SC	SD	TN	TX	UT	VA	VT	WA	WI	WY	

Getting started: The Gateway provides you quick access to federal, state and local entities and the relationships between them. Click on the state you are interested in from the blue links below. The gray links above provide you a quick way to move back up as you go deeper into the site. The other links at the bottom of this page provide the same access with a little more description as well as links to other related sites. The notes provide a brief explanation of each page and how to use its features.

If this is your first visit, we suggest you enter your zip code in the box above and click the 'Go' button. You will be surprised at how much information is available. Before you start, you might want to take a quick look at the notes below. They tell you a little bit the other features on this page.

Other Links [\(Top\)](#)

- [CapitolImpact - Home](#)

Page Notes [\(Top\)](#)

- **Zip to City/County** - links to city, county and other zip code related information.
- **Congress** - Provides quick access to members of Congress, Congressional committees and other Congressional organizations.
- **States** - If you don't know the zip code, the States page provides a good starting point. It includes links to state and local government organizations and all the information you need for a particular area.

For further information, contact the Webmaster ... webmaster@capitolimpact.com

Figure 3 - County Links

This link brings up the State Information page. There is information on the Counties, the Cities and towns, law enforcement agencies, city and County courts, schools, the media and all zip codes. What a wealth of valuable information! Feel free to click on all of the links to research the available data, but for now select the "[Alabama - Map](#)" link shown below.

The 2004 Real Estate Jobber Course - Volume 2

CAPITOLIMPACT.COM [CI](#) [GW](#) [Links](#) [Notes](#)

State Information Page

Alabama - [Map](#)

Federal Government	Local Government	Education
Congressional Delegation	Counties	Post Secondary Schools
State Government	Cities and Towns	Primary/Secondary Schools
Executive Branch	Law Enforcement Agencies	Other
Legislative Branch	County & City Courts	Media
Judicial Branch	Go	
State Official Page	Zip to City/County	

Zip Code Lists

[350 / 351 / 352 / 354 / 355 / 356 / 357 / 358 / 359 / 360 / 361 / 362 / 363 / 364 / 365 / 366 / 367 / 368 / 369 / 393](#)

Other Links [\(Top\)](#)

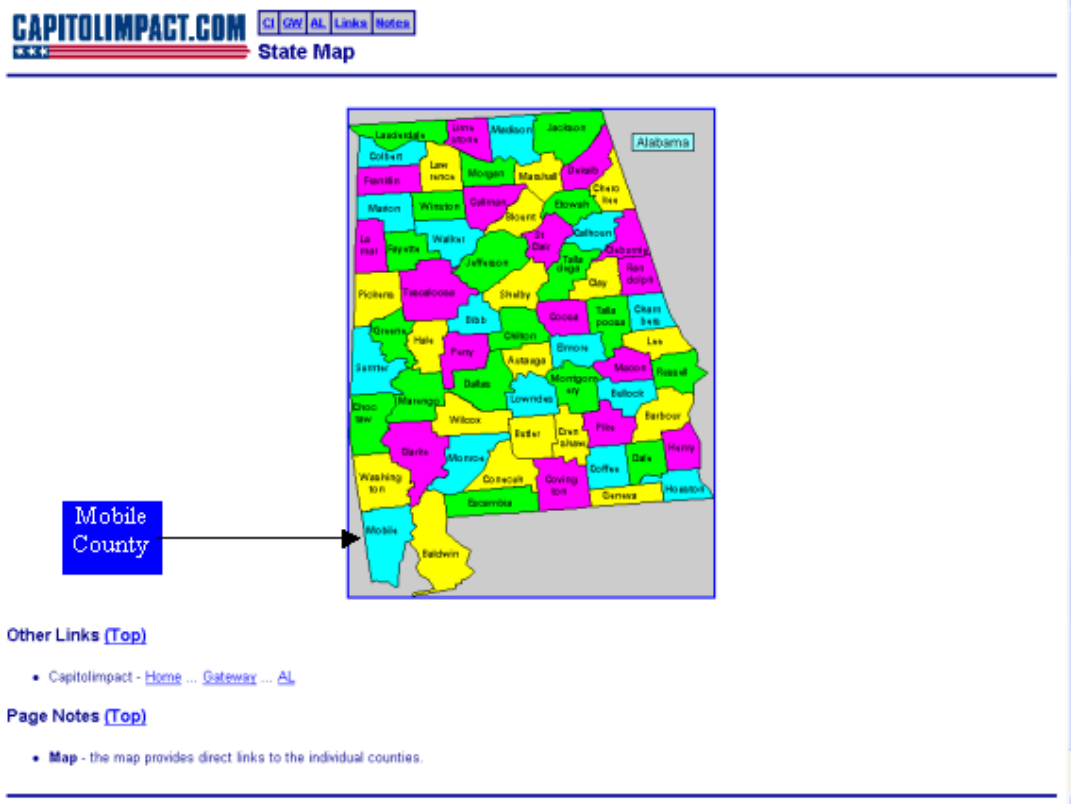
- CapitolImpact - [Home](#) ... [Gateway](#)

Page Notes [\(Top\)](#)

- **Map** - the map provides direct links to the individual counties.
- **Federal Government** - link to the CI page on state's congressional delegation.
- **State Government** - links to the CI pages on the executive, legislative and judicial branches and a link to the state's official page.
- **Local Government** - links to the CI pages on counties, cities, law enforcement agencies and courts.
- **Zip to City/County** - enter a five digit zip code to access a page that includes city, county and other zip code based information.
- **Education** - links to CI pages on post secondary education and primary and secondary education.
- **Other** - links to CI pages on the media.
- **Zip Code Lists** - list of the zip codes in the state.

For further information, contact the Webmaster ... webmaster@capitolimpact.com

A map with all of the Counties in Alabama is displayed. Select the County you are interested in. Say you want Mobile County (in the extreme southwest part of the state). Click Mobile County on the map.



The Mobile County Profile page is displayed. Again there is an abundance of information available. You can find the elected officials at the national and State level, as well as, the County officials.

There is great demographic information, including a link to the US Census Bureau's profile for Mobile County. You can do some serious research for your market here.

You will see Mobile County grew by 5% from 1990 to 1998. Again, explore all of the links. This is extremely valuable information, but

that's enough analysis for now, click on the "[County Home Page](#)" Link.

CAPITOLIMPACT.COM [CL](#) [GW](#) [AL](#) [Counties](#) [Map](#) [Links](#) [Notes](#) [Click Here](#)

County Profile Page

Mobile County
Phone and Address Link - NACo

Elected Officials	Local Entities	Demographic Info
Members of Congress	County Home Page	Census Bureau Profile
State Legislators	Cities and Towns	Census Quickfacts
County Officials - NACo	Primary/Secondary Schools	EPA County Map
Zipcode Lists/Contribution Links	Post Secondary Schools	
Political Graveyard	Law Enforcement Agencies	
	Courts	
	Local Media	

07/01/98	07/01/97	07/01/96	07/01/95	07/01/94	07/01/93	07/01/92	07/01/91	90 Census
398,232	396,467	395,856	395,844	393,886	388,140	382,976	379,155	378,643

Other Links [\(Top\)](#)

- Hotels - [Discount Hotel Reservations](#)
- CapitolImpact - [Home](#) ... [Gateway](#) ... [State](#) ... [Counties](#) ... [State Map with County Links](#)

Page Notes [\(Top\)](#)

- Elected Officials** - these links take you to list of the elected officials who represent the county. The campaign contributions permit you to identify the individuals in the county who are active in the political process. The Political Graveyards lets you find out if any famous politicians are lying around.
- Local Entities** - if the county has a homepage, the first link takes you to it. The other links provide lists of other local entities. These lists, in turn, have links to information about the entities.
- Demographic Information** - these links provide you access to different sets of government information on the county. They include charts, table, reports and maps.

The County's home page will be displayed. You will have to do some detective work to find the information you're after. You want the property appraisal and property tax records.

Click every link on the site looking for the "search public records" area. If there is a search box on the county website you can enter "property appraisal" and "property tax" to see if there is a link to the records.

The 2004 Real Estate Jobber Course - Volume 2

There is usually a [link](#) for other County departments, which may have the records you need. Be patient and persistent checking every link and sub-link on the site.

Once you find the pages you need, be sure to add them to your favorites! If you absolutely can't find the information, then use the "[contact us](#)" button.

You can e-mail your questions to the County or call the number listed. You need to find out if the records can be searched online. If you can't search online, then simply find out where to go to get the information you need.



Figure 4 - Sample County Home Page

Often the [Property Appraiser](#) and [Tax Assessor](#) will have their own separate website, but the County website should have a link to these websites.

The Property Appraiser and Tax Assessor websites should have the ability to search for properties by owners name, address, subdivision, parcel ID and possibly some other criteria. Of course, the possible search criteria will vary from County to County.

Real Estate Jobbing Volume 2

What if there is No Website for my County?

Not all counties will have a website. If your County does not have a County Home Page listed, like Geneva County below. Select the **["County Officials – NACo"](#)** link on the County Profile page (see County profile page above).

CAPITOLIMPACT.COM [CL](#) [GW](#) [AL](#) [Counties](#) [Map](#) [Links](#) [Notes](#)

County Profile Page

Geneva County
[Phone and Address Link - NACo](#)

Elected Officials	Local Entities	Demographic Info
Members of Congress	Cities and Towns	Census Bureau Profile
State Legislators	Primary/Secondary Schools	Census Quickfacts
County Officials - NACo	Post Secondary Schools	EPA County Map
Zipcode Lists/Contribution Links	Law Enforcement Agencies	
Political Graveyard	Courts	
	Local Media	

07/01/90	07/01/97	07/01/96	07/01/95	07/01/94	07/01/93	07/01/92	07/01/91	90 Census
24,836	24,750	24,647	24,491	24,268	24,073	24,109	23,721	23,647

Other Links [\(Top\)](#)

- [Hotels](#) - [Discount Hotel Reservations](#)
- [CapitolImpact](#) - [Home](#) ... [Gateway](#) ... [State](#) ... [Counties](#) ... [State Map with County Links](#)

Page Notes [\(Top\)](#)

- **Elected Officials** - these links take you to list of the elected officials who represent the county. The campaign contributions permit you to identify the individuals in the county who are active in the political process. The Political Graveyards lets you find out if any famous politicians are lying around.
- **Local Entities** - if the county has a homepage, the first link takes you to it. The other links provide lists of other local entities. These lists, in turn, have links to information about the entities.
- **Demographic Information** - these links provide you access to different sets of government information on the county. They includes charts, table, reports and maps.

This County most likely will not have on-line record searching capabilities, but as you see below, there is a phone number and address listed for the County Courthouse. You can simply call to find out how to get the data you need.

The screenshot shows the NACo website's 'About Counties' section. It features a sidebar with navigation links for U.S. Counties, County Data Queries, County Codes & Ordinances, County Policies, Model County Programs, General Information, and Codes of Ethics. The main content area is titled 'U.S. Counties' and lists 'Geneva County, AL' as a NACo Member County. It provides contact information for the County Courthouse, including the address, phone, and fax numbers. A table shows the County Populations for 1980, 1990, and 2000. Below this, it lists the County Seat (Geneva) and the Year Organized (1868). A list of links includes 'Cities in Geneva County, AL', 'Census Bureau Quick Facts', 'Census Bureau Tiger Map and County Profile', and 'Capital Impact Data'. A table titled 'Elected County Officials' lists the names and positions of the County Commission members. At the bottom, there is a footer with contact information for NACo and a copyright notice.

NACo National Association of Counties
About Counties

[NACo Home](#) | [Contact Us](#) | [Search](#) | [Site Index](#) | [Links](#)

U.S. Counties

[County Data Queries](#)

[County Codes & Ordinances](#)

[County Policies](#)

[Model County Programs](#)

[General Information](#)

[Codes of Ethics](#)

U.S. Counties

Geneva County, AL NACo Member County

County Courthouse
P.O. Box 430
Geneva, AL 36340-0430
Phone: (334)684-5610
Fax: (334)684-5602

County Populations		
1980	1990	2000
24,237	23,647	25,764

County Seat: Geneva **Year Organized:** 1868

- [Cities in Geneva County, AL](#)
- [Census Bureau Quick Facts](#)
- [Census Bureau Tiger Map and County Profile](#)
- [Capital Impact Data](#)

Elected County Officials	
Name	Position
Harry Adkinson	Chairman, County Commission
Leland Davis	Commissioner
Larry Everett	Commissioner, District 1
Ray Minshew	Commissioner, District 3
Gary Shields	Commissioner, District 2
Juanita Fulford	County Revenue Commissioner

Please contact the county to get the most accurate listing. To report any updates, deletions or additions, contact [Anne Powell](#) or send a fax to NACo, Attn: Database Updates (202)393-2630.

[NACo Home](#) | [Contact Us](#) | [Search](#) | [Site Index](#) | [Links](#)

National Association of Counties, 440 First Street, NW, Washington, D.C. 20001
Telephone (202) 393-6226 | webmaster email address: webmaster@naco.org
© 2002 National Association of Counties

There is also a chance that the County has just **recently finished** their website, and it's too new to be listed. Maybe the website is not complete yet, but is under construction. Be sure to ask if there is a website, or planned website with on-line record search capability.

It can't hurt to ask. If there is no website, just find out how you can get to the **property appraisal** and **property tax records**. The County

Courthouse address and phone number should be available for every County in the country on this site.

If you don't have access to the Internet, then find the County Government Section of the phone book and look for the Property Appraiser's telephone number. If there is no listing call the Clerk of Courts or a general County Government information number to get the phone number for the Property Appraiser.

If the records are not available **on-line** you will have to go to the Courthouse. The advantage of going into the Courthouse is that the Record Clerks can show you how to quickly find what you are looking for.

Even if you have a computer and the records are available on-line; I would still suggest visiting the Courthouse and **learning the layout**. You will need other public records for certain opportunities, which we will cover later. However, you will by far use the Property Appraiser records the most.

Real Estate Jobbing Volume 2

Property Appraisal Records

The name will **vary** from County to County, but essentially you are looking for the public record that contains all the detailed information about each property in the County. Later we will explore the information on this record so that you will know what to look or ask for.

Each County probably has a Property Appraiser or equivalent, and this is the office where the records will be stored. County governments are at different levels of technology as far as the public records are concerned.

Some offices are fully computerized and records can be searched via the Internet. Some are computerized but you can only search records on the computers located in the office, while others are on microfiche.

And there are still some counties where you will have to go to the Courthouse and use the paper records.

I mentioned earlier that a **computer** would be a major time saver; this will allow you to do your property searches from home. Get a computer as soon as possible.

Again, the layout will be different for each County, but the core property information should be similar. Below is a sample property appraiser record.

The 2004 Real Estate Jobber Course - Volume 2

GENERAL Parcel Id: 18-20-30-502-0000-0010Tax District: 01-TX DIST 1 - COUNTY Owner: IRIZARRY DIOSDADOExemptions: 00-HOMESTEAD Address: 101 MILL RUN DR City,State,ZipCode: LAKE MARY FL 32746 Property Address: 101 MILL RUN DR LAKE MARY 32746 Subdivision Name: GREENWOOD LAKES UNIT 2 Dor: 01-SINGLE FAMILY										2004 WORKING VALUE SUMMARY Value Method:Market Number of Buildings:1 Depreciated Bldg Value:\$124,468 Depreciated EXFT Value:\$600 Land Value (Market):\$21,000 Land Value Ag:\$0 Just/Market Value:\$146,068 Assessed Value (SOH):\$128,068 Exempt Value:\$25,000 Taxable Value:\$103,068																																																																			
SALES <table><thead><tr><th>Deed</th><th>Date</th><th>Book</th><th>Page</th><th>Amount</th><th>Vac/Imp</th></tr></thead><tbody><tr><td>WARRANTY DEED</td><td>05/2000</td><td>03854</td><td>0182</td><td>\$146,000</td><td>Improved</td></tr><tr><td>WARRANTY DEED</td><td>07/1987</td><td>01872</td><td>1356</td><td>\$96,000</td><td>Improved</td></tr><tr><td>WARRANTY DEED</td><td>10/1983</td><td>01503</td><td>1654</td><td>\$88,000</td><td>Improved</td></tr><tr><td>WARRANTY DEED</td><td>05/1982</td><td>01392</td><td>1422</td><td>\$87,200</td><td>Improved</td></tr><tr><td>WARRANTY DEED</td><td>07/1980</td><td>01287</td><td>0047</td><td>\$95,300</td><td>Improved</td></tr><tr><td>WARRANTY DEED</td><td>09/1978</td><td>01189</td><td>0156</td><td>\$33,600</td><td>Improved</td></tr></tbody></table> Find Comparable Sales within this Subdivision										Deed	Date	Book	Page	Amount	Vac/Imp	WARRANTY DEED	05/2000	03854	0182	\$146,000	Improved	WARRANTY DEED	07/1987	01872	1356	\$96,000	Improved	WARRANTY DEED	10/1983	01503	1654	\$88,000	Improved	WARRANTY DEED	05/1982	01392	1422	\$87,200	Improved	WARRANTY DEED	07/1980	01287	0047	\$95,300	Improved	WARRANTY DEED	09/1978	01189	0156	\$33,600	Improved	2003 VALUE SUMMARY Tax Value(without SOH):\$2,088 2003 Tax Bill Amount:\$1,716 Savings Due To SOH:\$372 2003 Taxable Value:\$100,066 DOES NOT INCLUDE NON-AD VALOREM ASSESSMENTS																									
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Description	Year Blt	Units	EXFT Value	Est. Cost New																																																																									
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Figure 5 - Sample Property Appraiser Record

This record contains a wealth of information on the property. If you don't provide it, the Investor will have to obtain this information for herself. **Impress** your Investor and save her time; remember, later on you will want the Investor to share knowledge and mentor you. Show her that you are worth it. Always provide the detail information on each lead. Lets look at the sections of the record and cover the **detail fields** that you will need to use (you can use the zoom feature to increase the size of figures throughout the course for easier viewing).

General Section

Owner – the property owner's name.

Address – the property owner's address. This is not always the same as the property address, since many property owners such as landlords don't live in the property.

Property Address – this is the actual property address.

Subdivision name – subdivision where the property is located.

Dor – the type of structure. May also be called property type, model code or something similar. For this record it is a single-family home. Other types include multi-family home, manufactured home, condo and so on. Be sure to check this field so you don't pass along a lead that does not fit the needs of the Investor.

Sales Section

This section of the record details the sales history of the property. This information is important to the Investor in order to get an idea of how the property has appreciated in value.

This house was built in 1978 and sold for \$33,600. It was sold a couple of years later for \$95,300, a whopping 184% return on investment in only two years! Try to get a return like that in the stock market.

The house was sold again two years later in 1982 for \$87,200, an 8% loss. Obviously the owners at that time were Motivated Sellers settling for a loss. Maybe they were transferred, ran into financial problems, divorced or were victims of one of any number of other circumstances.

The house was sold again the next year for \$88,000 just a slight profit. Four years later in 1987 the house

was sold for \$96,000, a 9% profit. Finally 13 years later the house was sold again for \$146,000, a profit of \$50,000 (52%).

The sales history of this property shows how some owners were able to wait and get market value or better, (these are not Motivated Sellers), while one owner was motivated to accept less than fair market value for the property.

Building Information Section

Here we are only concerned with the heated square footage, as you will use this information to estimate the current market value for your Investor. You will notice there are other features that this home has including; a porch, semi finished basement, an upper story and a detached garage. We will use only the heated square footage when comparing to other properties to assure an apples to apples comparison.

Value Summary Section

Here we are concerned with the "just market value". This is the number that is used as the basis for property tax calculations. This is not considered to be the property's Fair Market Value (FMV), or the amount the house would currently sell for. But it's useful to the Investor for comparison purposes, just in case the FMV cannot be easily determined.

Legal Description Section

This is the official description of the property recorded on the deed and includes the lot number, block number, unit number and the page number the property is recorded on in the County books.

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Estimating the Fair Market Value

In addition to the information listed above, when possible, you will want to provide an estimate of the property's **Fair Market Value**.

The FMV is based on how much similar-sized homes in the same neighborhood have recently sold for. If there hasn't been any recent home sales, don't guess, just indicate the information is not available and simply give the tax-assessed value.

Most counties with on-line property appraisal records will also offer a link to recent sales in the neighborhood. In the example above the link is located in the Sales section, and is called "*Find comparable Sales within this Subdivision*".

If these records are not online, find out from the Property Appraiser if the information is available in the office, and follow the office procedures to get it. For our purposes let's take a look at the recent sales in this subdivision and estimate the FMV.

Property Address	Book	Page	Sale Date	Sale Amount	DOR	Bld	Yr Bld	Sq Ft
112 MORNING GLORY DR	04667	0920	01/2003	\$135,000	SINGLE FAMILY	1	1979	1,766
128 MORNING GLORY DR	05041	0548	08/2003	\$153,000	SINGLE FAMILY	1	1980	1,830
132 MORNING GLORY DR	04376	0160	03/2002	\$100,000	SINGLE FAMILY	1	1979	1,790
132 MORNING GLORY DR	04434	1607	05/2002	\$151,000	SINGLE FAMILY	1	1979	1,790
196 MORNING GLORY DR	04652	0957	12/2002	\$162,400	SINGLE FAMILY	1	1981	1,688
161 MORNING GLORY DR	04985	1962	08/2003	\$152,500	SINGLE FAMILY	1	1980	1,766
165 MORNING GLORY DR	05045	0302	09/2003	\$177,000	SINGLE FAMILY	1	1980	1,766
185 MORNING GLORY DR	05150	1295	12/2003	\$123,600	SINGLE FAMILY	1	1980	1,344
197 MORNING GLORY DR	04657	1908	12/2002	\$127,500	SINGLE FAMILY	1	1980	1,348
109 YEARLING DR	04391	0691	04/2002	\$124,000	SINGLE FAMILY	1	1979	1,189
117 YEARLING DR	04344	0513	02/2002	\$120,000	SINGLE FAMILY	1	1979	1,503
117 YEARLING DR	04744	0023	02/2003	\$140,000	SINGLE FAMILY	1	1979	1,503
205 MORNING GLORY DR	04322	1243	02/2002	\$120,000	SINGLE FAMILY	1	1979	1,251
168 MILL RUN DR	04839	0738	05/2003	\$60,000	SINGLE FAMILY	1	1981	1,751
164 MILL RUN DR	05097	1681	11/2003	\$157,000	SINGLE FAMILY	1	1979	1,918
495 MORNING GLORY DR	05061	0404	10/2003	\$124,500	SINGLE FAMILY	1	1979	1,790
121 MILL RUN DR	04435	0022	05/2002	\$146,000	SINGLE FAMILY	1	1979	1,766
133 MILL RUN DR	04873	0285	05/2003	\$149,800	SINGLE FAMILY	1	1979	1,918
169 MILL RUN DR	04909	0365	06/2003	\$30,400	SINGLE FAMILY	1	1979	1,855
173 MILL RUN DR	05080	1530	06/2003	\$148,000	SINGLE FAMILY	1	1980	1,464

Figure 6 - Sample Comparable Sales

There have been 20 sales in this subdivision during the past year. Three sales are usually enough to provide an estimate, but the more sales you find the more **accurate** your estimate will be.

This sample property has 1,756 heated square feet. Let's use six properties listed with between 1,700 and 1,800 square feet. We will simply add the sales prices for these six properties together to come up with an average sales price ($\$755,000/6$).

Square Ft	Sales Price
1,766	\$135,000
1,790	\$100,000
1,790	\$151,000
1,766	\$116,000
1,769	\$107,000
1,766	\$146,000
Total	\$755,000
Average Sales Price	\$125,833

The estimated FMV value for this house is \$125,833. This is not the actual FMV, as we did not consider the upgrades this property has. However, it will give your Investor an idea of what similar homes in the neighborhood are selling for.

Another method is to calculate the average price per square foot of all of the properties in your sample, and apply it to the square footage of the property in question.

The total square footage of all six homes is 10,647 ($1,766+1,790+1,790+1,766+1,769+1,766$). We know from the table above that the total selling price of all six homes is \$755,000. This makes the price per square foot \$70.91 ($755,000/10,647$).

Now we simply multiply the square footage of our sample property by our price per square foot and we get a FMV of \$124,518 (\$70.91 x 1,756).

The FMV is fairly close for both methods; however, the price per square foot can be used as a last resort if you don't have enough homes that are similar in size. Be sure to let the Investor know how you estimated the FMV.

Determining the actual FMV is your Investor's job. Remember your job is to simply provide as much information as possible. The Investor will visit and inspect the property to determine what he thinks the FMV should be, and how much he will offer the seller.

If there are no recent sales to compare or if the information is not available, then you can go to the following website (click below)

<http://www.domania.com>.

The screenshot shows the Domania website with a yellow header and a purple sidebar. The main content area is white with various sections for home valuation, market updates, and polls.

Header: Domania logo with tagline "DO YOUR HOME WORK HERE". Navigation links: Buying a home? Selling a Home?, Don't Be Afraid! Domania provides everything you'll need during the process, Find Residential Sales, Compare Real Estate Agents, Explore Mortgage Payment Calculators, Investigate Your Home Equity, Domania Corporate Info, Lender & Realtor Products.

Right Sidebar: "What it really sold for!" section with a form to enter an address to get home sales in your neighborhood. Fields: Address, City, State OR Zip, From (1987 to present), Get Prices button.

Left Sidebar: Home Workshop (Home Price Check, Value Check, Mortgage Rates, Calculators, Property Tax, Home Services, Expert Advice), Members (Log Out, Register, My Domania, Edit My Account), Help Center (Using Domania, Site Map).

Main Content Area:

- Free Home Valuation Estimate:** Request a FREE, custom estimate of your home's value performed by a local, licensed, and "HomeGain-Certified" REALTOR® specializing in your area.
- Over 300,000 For Sale Listings:** With zipNotify, you'll get the latest new home listings sent to you by email! Search for homes for sale in zipRealty's database of local MLS listings.
- Are You Buying or Selling a Home?:** Let REALTORS® in your neighborhood compete for your business. Use HomeGain's free service to compare local REALTORS® by commission, experience and more. Get the facts before you choose.
- Home Buyer Tools:** Recent home sales by location, Recent Home Sales by Price, Calculate a mortgage you can afford, Find the lowest mortgage rate.
- Domania Home Poll:** Which part of your home needs the most work? (Yard, Basement, Kitchen, Bathroom, Roof). Vote! View Results.
- Domania in the News:** As seen in Reader's Digest Broker-speak: what they say and what it means.

Figure 7 - Comp Sales Website Source

This free site provides recent home sales data for most of the USA. There are some states, which have non-disclosure laws (such as Texas), which makes this information unavailable.

Enter the property address and it will provide a list of comparable property sales prices.

A sample of the sales data returned is shown below. Notice that it includes the tax assessed value and the actual sales price. This is an excellent tool if you don't have easy access to the information from your County Government.

Address	Date	Price	<u>Bed/ Bath/ Rms</u>	<u>Assessed Value</u>
117 Dellwood Dr	Nov 03	\$167,500	NA/NA/NA	\$105,785
600 Devonshire Blvd	Nov 03	\$59,600	NA/NA/NA	\$101,638
530 Preston Rd	Nov 03	\$169,900	NA/NA/NA	\$93,557
175 Sheridan Ave	Oct 03	\$190,000	NA/NA/NA	\$101,138
109 Slade Dr	Oct 03	\$170,000	NA/NA/NA	\$102,547

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Property Tax Records

The **property tax** records simply let us know if the property has any past due taxes or **tax liens** against it. This is definitely information your Investor would like to have. This information will probably be housed at the County Tax Collector or another branch in the Government's Finance office.

Use the Internet or phone book as you did above with the Property Appraiser (except, of course, look for the office of the tax collector) to find the phone number and ask the same questions of the Tax Collector's office.

This technology also **varies from County to County**. You will have to find out if the property tax information can be accessed on-line, or if you have to go into the office to obtain the records. The property tax record for our sample property is shown below.

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Tax Estimator Back to Search Options Current 2003 Millage Rates				
<i>The information contained herein does not constitute a title search and should not be relied on as such.</i>				
Parcel Number: 18-20-30-502-0D00-0010		Owner & Address:		
Requester IP: 24.26.51.177		Date: 1/23/2004		
Tax Year: 2003				
Total Assessed Value: \$125,066 Taxable Value: \$100,066 Gross Tax Amount: \$1,890.01 Millage Code: 01		Exemptions: Questions About Exemptions? Widow, Disability, or Other: Homestead: \$25,000 Map and Property Appraiser Information		
Legal Description: LEG LOT 1 BLK D GREENWOOD LAKES UNIT 2 PB 22 PGS 2 & 3				
Current Tax:				
Amount Due Now: "NONE"				
Date	Receipt Num.	Amount Paid		
11-17-03	M11/17/03P054243	\$1,814.41		
Amounts due if POSTMARKED on or before date shown:				
NOV 30	DEC 31	JAN 31	FEB 29	MAR 31
\$1,814.41	\$1,833.31	\$1,852.21	\$1,871.11	\$1,890.01
Non-Ad Valorem Assessments:				
LIGHTING	\$4.48	SOLID WASTE	\$170.00	
Unpaid Delinquent Taxes: "NONE"				

Figure 8 - Sample Property Tax Record

We are particularly interested in finding out if there are any **unpaid or delinquent taxes**; this information is found at the very bottom of this particular record, and as you can see the property taxes are current for this property.

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A Final word on Property Appraisal and Property Tax Public Records

Learn to be an **expert** with these records, which can only be accomplished by using them over and over again. Check out your own property records and some of your neighbors just to get familiar with the layout and how to use the records.

Your County Courthouse may have additional resources; find out what they are and how to use them. Remember anything that can save you time is a worthwhile tool.

Visit the Courthouse and take advantage of the **knowledge** of the Clerks. Remember you will use the details from these public records time and time again. If you are using a computer be sure to print each public record and enter the property information in your [Master Lead Log](#).

DIRECT MARKETING FOR MOTIVATED SELLERS

It's now time to take a look at the methods and sources you will use to find the thousands of **distressed properties** that are out there. Some will take more work than others. I want to again stress the importance of gathering leads from all of the sources, at least initially.

You will learn the preferences of your Investors as you get to know them, and in the process you may find you have a better success rate using just a few of the sources.

I've said it before and I'll say it again, it's a **numbers game** and you have to generate the numbers to increase the amount of money that you make. Don't make the mistake of discounting a lead by thinking "**I would never buy a home like that**", because you don't particularly like the property, or because it's in a bad part of town, or needs repairs, or is too expensive, or is next to the airport.

Offer the lead and let your Investor determine what to do with it. Your job is to simply find the lead, and it's the Investor's job to do the rest. That's why she gets the really big bucks! Remember **at any given time there are millions of people looking for homes**, and any one of these leads could fit their needs. Let's get started looking for the leads.

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"Drive-bys"



Sounds a bit threatening, doesn't it? Relax; **drive-by** is simply a term used for driving through neighborhoods and looking for properties that are for sale. There are two types of properties that you will look for; they are for sale by owner (**FSBO**) and for rent by owner (**FRBO**).

FSBO sellers have chosen to sell their properties themselves. This will save them the Real Estate Agent's **commission fee**. This is money they prefer to keep in their pockets. However, it's not as easy as it sounds, that's why many FSBOs end up as motivated sellers.

Some of your Investors may not be interested in properties that are listed with Real Estate Agents. However there are Investors who have built very profitable relations with Real Estate Agents.

There is plenty of room for Investors and Agents. Most people listing with Agents are not Motivated Sellers. However, if their agent is unable to move the property during the course of the contract, they **may soon become Motivated Sellers**.

Licensed Real Estate Agents have access to the Multiple Listing Service (**MLS**). This is a powerful database that contains a wealth of information on properties all over town. The agent can easily run a

database query that provides recent sales information for any given neighborhood, and makes the calculation of the FMV very accurate.

A Real Estate Agent that understands and works with Investors is worth his weight in gold. Keep your eyes open for a savvy Real Estate agent to add to your team later on.

But at this stage if you see a Real Estate Agent's sign in the yard just keep driving. Investors that work with Real Estate Agents probably will not need your help, as they will work with the Agents directly.

I encourage you to learn how to establish a relationship with a Real Estate Agent. You both can benefit from the relationship. In some areas of the country working with a Real Estate Agent may be the only way to estimate the FMV.

I include properties with signs that simply say "For Sale" or "For Rent". The sign does not have to include the words "by owner".

This is one of the easiest methods of searching for Motivated Sellers, and I recommend that you start with this method. Start in a part of town you are familiar with and slowly drive through the neighborhoods going completely up one street and down another.

Complete the North to South streets and then drive all of the East to West streets in that neighborhood. Don't try to alternate

directions, as it's easy to get confused and waste your time by covering the same portion of a street twice.

When you see a property for sale that qualifies as a possible motivated seller, pull over and record the necessary information in your Drive-by Log.

Drive By Log

Phone Number	Property Address	Type	Part of Town	Date	Notes

Figure 9 - Drive-by Log

Phone Number – this information should be on the sign, don't be afraid to get close enough to read the sign. Sometimes the owners don't realize how small they have written the phone number, and you don't want to give your Investor a wrong phone number.

Property Address – the address may be on the front of the house, on the garage, on the curb or any one of a number of other places. You will have to come to a complete stop and again assure you record the correct street number, even if it means pulling into the driveway.

Type- either FSBO or FRBO, the sign will let you know.

Part of Town – this should be specific to the neighborhood or sub division. You want your Investor to know which area of town you found the lead. The city name is too general.

Date – the date you found the lead. This is helpful for your records and planning, as you will want to drive certain

neighborhoods at least once a month. Remember new listings appear every day.

Notes – note anything about the property that may be helpful to the investor, such as repairs needed, condition, already vacant etc.

Congratulations you have just recorded your first lead! This whole process should take less than a minute and you're off to the next property.

If you have a digital camera go ahead and snap a picture of the property out of your car window, it will only take a second. There is no film development cost and it might come in handy for your Investor.

Don't worry about what people will think when you're driving slowly through the neighborhood and stopping to write down the information. They will simply think you are a potential homebuyer.

I've never had anyone say a word or even give me a funny look while doing drive-bys.

I used to take my lunch hour and drive the neighborhoods around my office, while scarfing down a sandwich. I would average about 5 to 7 leads during my lunch hour.

I would also spend an hour or two on Saturday mornings letting my daughter practice driving, by taking me through neighborhoods

near our house. I would pick up another 12 to 15 leads. This was an easy way to get 27 to 37 leads a week or 122 to 167 per month!

There are probably **hundreds of homes going on the market** each week. So spread out and cover all of the neighborhoods that you can. Eventually you will find your niche and be able to cut your drive-by area down.

Drive-by leads usually have a lower success rate. Obviously not all of these owners will be Motivated Sellers, but make sure to write down every possible lead and don't leave any stone unturned. Your motivated seller could be under the next rock!

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Abandoned and Ugly Homes



Abandoned and ugly homes are really subsets of drive-bys, in fact you will handle **abandoned** and **ugly** homes the same way you handled the FSBO and FRBO homes. For these properties you will record "**Abandoned**" or "**Ugly**" in the "**Type**" field on your **Drive-by Log**.

If you have an Investor who works with Real Estate Agents, be sure to include abandoned and ugly properties with Real Estate Agency signs. These owners are likely to be motivated sellers even with a

Real Estate Agent. Jot down the Agent's name and phone number in your Drive-by Log.

An abandoned property is obviously one where no one currently lives. Sure signs of an abandoned house include; boarded up windows and doors, tall grass, and the need for a lot of general maintenance. The picture below is of a classic abandoned home.



Figure 10 - Sample Abandoned Home

Many **Investors love abandoned properties** because they can usually be purchased for a very good price, rehabbed and sold for a big profit. The condition of this property indicates that the owner is truly a motivated seller.

A lot of your abandoned properties are going to be in the "slum" areas of town, although I found the property above in a nice middle

class neighborhood, where it was the only eye sore. Drive these areas during the day, and since there will be no phone number just jot down the address and keep driving.

Ugly homes may be occupied, but their appearance is similar to an abandoned home, except there are probably window coverings, cars in the driveway and other belongings in the yard. **I don't recommend walking up to either type of home.**

However, if you see a neighbor outside, feel free to ask them about the property. They will be more than happy to provide some information, since the property is devaluing the entire neighborhood.

Be on the look out for abandoned and ugly homes in **all areas of town.**

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The Internet



The **Internet** offers another source of easy leads. As with the drive-bys you will have a lower success rate, as they are a bit harder to qualify. But it's an easy resource and will take very little of your time.

If you spend only 2 hours a week that results in one referral fee every two months, you have made between **\$31 and \$62 per hour** for **surfing the web!**

You will approach Internet leads much like the drive-bys. You are interested in For Sale By Owner properties (FSBO). Most FSBO websites will do all of the work for you through their database queries. Simply enter the parameters you are interested in and the database will sort through thousands of records to find only those that meet your criteria.

I'm going to recommend a few national FSBO sites that will be excellent sources for you. Most Investors completely overlook the opportunities that the Internet offers.

There are other websites that will cover just your local market. I will let you discover these on your own. Go to one of the major indexes or search engines such as:



<http://www.yahoo.com/>



<http://www.google.com/>



<http://www.msn.com/>)

In the search box type “FSBO your city” or “for sale by owner your city”, and check out the results. Be sure to add any local websites that meet your needs to your favorites.

The websites that follow are great places to start and **get the hang of Internet house hunting**. Look for properties that meet the needs of your Investors. Consider price, size, location, condition etc. Also note the date the listing was posted.

Print out any listings that look interesting and keep a file. Pass on any promising leads that you find to your Investors. Keep the lead in your file if it’s a good property, but the current asking price is high. Check it again in a month to see if the price has dropped.

If a property has been on the site for more than two months I would pass the lead on to your Investor. **Sometimes a person does not start out as a motivated seller, but after a couple of months they can quickly become a motivated seller.**

Let’s take a look at some of the national FSBO websites, and how they operate.

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Owners.com offers a large database of homes for sale by owners. This is a service where sellers pay to have their homes listed. There are packages ranging from a free 14-day trial to \$179 for their premier package.

These prices are actually comparable to some classified advertising rates. Of course online you can include pictures and provide much more detail about the home.

Let's visit the site and see what the listings are like. Go to <http://owners.com>, and the following screen will be displayed.

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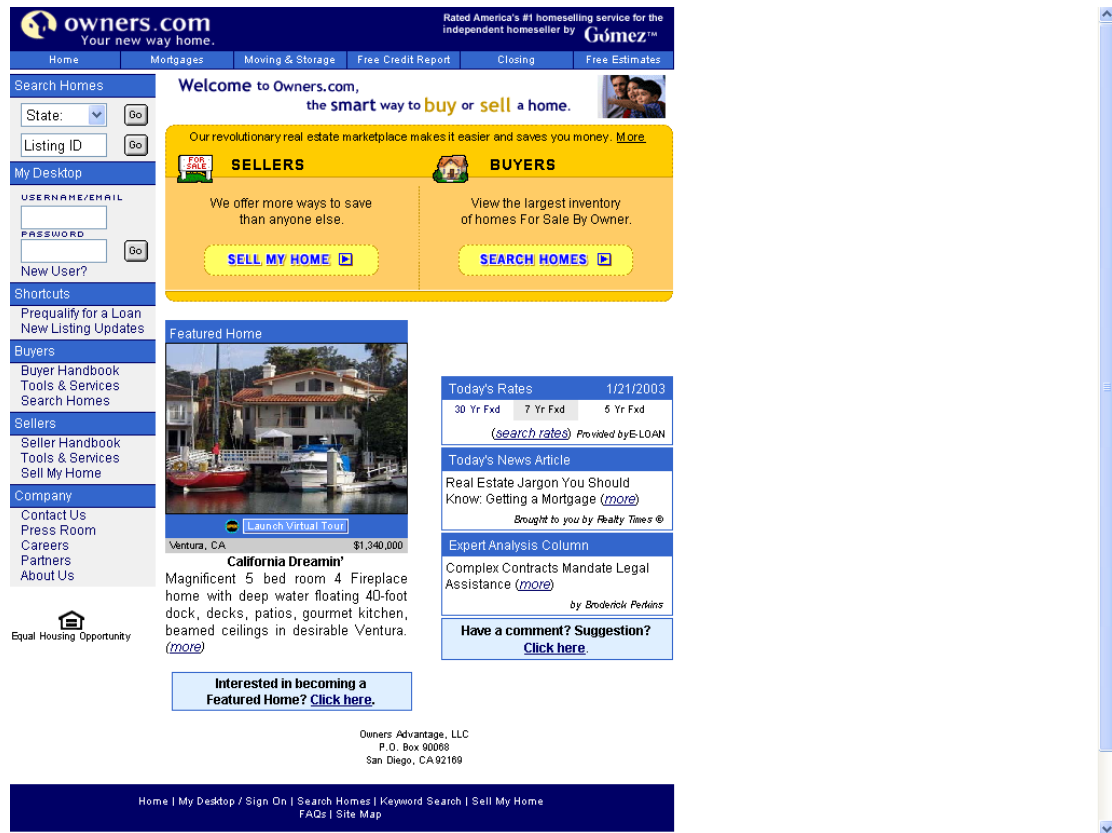


Figure 11 - Owners.com Website

As you can see there are a lot of services offered for both buyers and sellers, including a featured home. We are most concerned with the database search capabilities. Click on the "search homes" button under buyers. You will get the initial search screen as shown below.

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The screenshot displays the Owners.com website interface. At the top, the logo "owners.com" is accompanied by the tagline "Your new way home." and a navigation bar with links: Home, Mortgages, Moving & Storage, Free Credit Report, Closing, and Free Estimates. A prominent banner for "Attorneys: click here to partner with Owners.com" is visible. The main content area is titled "Search Homes" and features a map of the United States. To the left of the map, there are search filters: a "State:" dropdown menu, a "Listing ID:" text input, and a "Go" button. Below these, a "My Desktop" section contains fields for "USERNAME/EMAIL" and "PASSWORD", along with a "New User?" link. Further down, a "Shortcuts" section lists links for "Prequalify for a Loan" and "New Listing Updates". The "Buyers" section includes links for "Buyer Handbook", "Tools & Services", and "Search Homes". The "Sellers" section includes links for "Seller Handbook", "Tools & Services", and "Sell My Home". The "Company" section includes links for "Contact Us", "Press Room", "Careers", "Partners", and "About Us". A "Equal Housing Opportunity" logo is located at the bottom left. A footer bar contains links for "Home", "My Desktop / Sign On", "Search Homes", "Keyword Search", "Sell My Home", "FAQs", and "Site Map". Below the footer bar, copyright information for "© Owners.com 2003" and links for "Privacy Policy & Security Statement" and "Terms and Conditions of Service and Use" are provided. The Windows taskbar at the bottom shows the "start" button, open applications including "Eudora - [In]", "GC Body - Microsoft ...", and "Owners.com : Search...", and a system clock showing "7:44 PM".

owners.com
Your new way home.

Attorneys: click here to partner with Owners.com

Home Mortgages Moving & Storage Free Credit Report Closing Free Estimates

Search Homes

State: [dropdown] Go

Listing ID: [input] Go

My Desktop

USERNAME/EMAIL [input]

PASSWORD [input] Go

New User?

Shortcuts

Prequalify for a Loan

New Listing Updates

Buyers

Buyer Handbook

Tools & Services

Search Homes

Sellers

Seller Handbook

Tools & Services

Sell My Home

Company

Contact Us

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Home | My Desktop / Sign On | Search Homes | Keyword Search | Sell My Home
FAQs | Site Map

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start Eudora - [In] GC Body - Microsoft ... Owners.com : Search... 7:44 PM

Now click on the state you are interested in. Let's try Michigan. The search result screen is shown below. You can now specify the types of properties you want to search. Leave the type of property, min bedrooms, min square feet and price range blank. This will bring up all properties that are for sale.

If there are too many listings you can do a new search and limit the results by using one or more of the parameters above.

If you are not interested in the entire state you will want to choose a city, County or metro area to search. In our example we will look at Washtenaw County.

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The screenshot shows the homepage of owners.com, a real estate website. The header includes the site logo and a navigation bar with links for Home, Mortgages, Moving & Storage, Free Credit Report, Closing, and Free Estimates. A prominent banner for attorneys is also present. The main content area is titled 'Search Homes' and includes a sidebar with various user options like 'My Desktop', 'Shortcuts', 'Buyers', 'Sellers', and 'Company'. The central search form is titled 'Enter Your Criteria' and contains several input fields: 'State' (a dropdown menu), 'Listing ID' (a text box), 'Type of Property' (a dropdown menu set to 'Any'), 'Min. Bedrooms' (a dropdown menu set to '0'), 'Min. Sq. Feet' (a text box), 'Price Range' (with 'Min' and 'Max' text boxes), and 'Select a Region' (with a dropdown menu set to 'Michigan'). A 'Begin Search' button is located at the bottom of the search form. The footer contains a copyright notice for 2003 and links to the Privacy Policy and Terms and Conditions.

owners.com
Your new way home.

Attorneys: click here to partner with Owners.com

Home Mortgages Moving & Storage Free Credit Report Closing Free Estimates

Search Homes

State: [dropdown] Go

Listing ID: [text box] Go

My Desktop

USERNAME/EMAIL: [text box]

PASSWORD: [text box] Go

New User?

Shortcuts

Prequalify for a Loan

New Listing Updates

Buyers

Buyer Handbook

Tools & Services

Search Homes

Sellers

Seller Handbook

Tools & Services

Sell My Home

Company

Contact Us

Press Room

Careers

Partners

About Us

Equal Housing Opportunity

Search Homes

Enter Your Criteria

Property Information

Please tell us about the type of property you are looking for:

Type of Property: [dropdown: Any]

Min. Bedrooms: [dropdown: 0]

Min. Sq. Feet: [text box]

Price Range: Min: [text box] Max: [text box]

Select a Region

You can limit your search to a particular area of **Michigan**.

NOTE: Only the most specific regional selection will be used to perform the search.

City: [text box]

County: [dropdown: Washtenaw]

Metro Area: [dropdown: Select a Metro Area]

Begin Search

Home | My Desktop / Sign On | Search Homes | Keyword Search | Sell My Home

FAQs | Site Map

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Privacy Policy & Security Statement and Terms and Conditions of Service and Use

Washtenaw County returns 52 results, the first 20 of which are shown below. Summary information is shown on this page including, price, number of bedrooms and bathrooms, type of property, city and listing source.

We can get more detailed information by clicking on the price hyperlink. Let's take a detailed look at the first property listed. Click on the \$127,000 link.

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New Listing Updates: Receive email updates of new home listings that match your search criteria
Local Info: Learn about the community with neighborhood and school reports

Legend: NEW! = New Listing 🏠 = Virtual Tour 📷 = Photo

63 listings match your search criteria Listings: 1-20

Sort	NEW!	🏠	Price	Beds	Type	City	Source
1.		🏠	\$127,000	3bd, 1ba	Home	Ypsiland	Owners.com
2.		🏠	\$134,000	3bd, 1ba	Home	Ypsiland	Owners.com
3.			\$156,995	3bd, 1.5ba	Home	Superior Twp	Owners.com
4.		🏠	\$168,900	3bd, 1.5ba	Home	Ann Arbor	Owners.com
5.			\$169,900	2bd, 1.5ba	Condominium	Ann Arbor	Owners.com
6.		🏠	\$198,000	3bd, 1ba	Home	Chelsea	Owners.com
7.		🏠	\$199,900	3bd, 2.5ba	Home	Pittsfield Twp	Owners.com
8.			\$199,900	3bd, 2.5ba	Condominium	Ann Arbor	Owners.com
9.		🏠	\$221,900	3bd, 2.5ba	Home	Ann Arbor	Owners.com
10.			\$225,000	3bd, 1ba	Home	Ann Arbor	Owners.com
11.			\$238,000	4bd, 3ba	Home	Saline/Ann Arbor	Owners.com
12.			\$249,000	3bd, 2.5ba	Home	Ann Arbor	Owners.com
13.		🏠	\$256,900	4bd, 2.1ba	Home	Dexter	Owners.com
14.		🏠	\$287,000	4bd, 1.5ba	Home	Chelsea	Owners.com
15.		🏠	\$350,000	3bd, 2.5ba	Home	Ann Arbor	Owners.com
16.			\$10,000	2bd, 1ba	Mobile	Ypsiland	NoteWorld.com
17.			\$10,000	2bd, 1ba	Home	Ypsiland	Owners.com
18.			\$48,900	3bd, 2ba	Home	Northville	Owners.com
19.			\$129,750		Vacant Lot	Ann Arbor	Owners.com
20.			\$140,000	3bd, 2ba	Home	Ypsiland	NoteWorld.com

63 Michigan Search

Below you can see quite a bit of information is available on the property, including the address, the number of bedrooms, the number of bathrooms, the square footage and the number of floors.

With the address we can find the owner's name, the property appraisal record and estimate the fair market value. The website has the seller's e-mail address and phone number, but you should verify that the seller listed is actually the owner.

The website also allows you to register and then save properties that you think may be good leads eventually. Naturally the longer the property is listed the more **flexible** the seller is likely to become.

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You can check your saved listings weekly, and after six to eight weeks turn them over to your Investor as leads.

The screenshot shows the owners.com website interface. At the top, there's a navigation bar with links like Home, Mortgages, Moving & Storage, Free Credit Report, Closing, and Free Estimates. The main content area displays a property listing for Ypsilanti, MI, priced at \$127,000. The listing includes basic information such as ID (MDP4763), 3 bedrooms, 1 bathroom, 888 sq ft, and 1 floor. A photo of the house is shown. Below the photo, there's a section for 'Additional Information' with details like View Type (None), Lot Dimensions (60x100 ft), Acreage (0), Number of Fireplaces (0), Year Constructed (1968), Architectural Style (Ranch), Main Heating System (Forced Air Heating), Main Cooling System (None), Garage (2.5 Car (Detached)), Sewer System (City Provided), and Estimated Taxes (\$1,130.00). The website also features a sidebar with search filters, a login section, and various links for buyers and sellers.

owners.com
Your new way home.

Attorneys: click here to partner with Owners.com

Home Mortgages Moving & Storage Free Credit Report Closing Free Estimates

Search Homes

State: [dropdown] [Go]

Listing ID: [input] [Go]

My Desktop

USERNAME/EMAIL: [input]

PASSWORD: [input] [Go]

New User?

Shortcuts

Prequalify for a Loan

New Listing Updates

Buyers

Buyer Handbook

Tools & Services

Search Homes

Sellers

Seller Handbook

Tools & Services

Sell My Home

Company

Contact Us

Press Room

Careers

Partners

About Us

HOW BAD IS YOUR CREDIT

Ypsilanti, MI \$127,000 [Monthly Payment] [BACK TO LIST] [NEW HOME]

Basic Information

ID: MDP4763

Bed: 3

Bath: 1

Sq Ft: 888

No. Floors: 1

Home in Washtenaw County

Address:

1311 Nash Avenue

Ypsilanti, MI 48198

Contact the Seller

(Cory Johnson):

Eve Ph: (734) 482-2223

mmmyaol@earthlink.net

Listing Updates [Printable Version] [Save Listing] [Email Listing] [Edit Search]

Free Credit Report Are you qualifying for the best rates you can? Get your **FREE credit report** and see what lenders see!

Find a Mover Fill out one easy form and get multiple quotes - FREE!

Additional Information

View Type: None

Lot Dimensions: 60x100 ft

Acreage: 0

Number of Fireplaces: 0

Year Constructed: 1968

Architectural Style: Ranch

Main Heating System: Forced Air Heating

Main Cooling System: None

Garage: 2.5 Car (Detached)

Sewer System: City Provided

Estimated Taxes: \$1,130.00

Area of Town: Turtle Creek Subdivision

School District: Belleville

[Get Neighborhood Information](#)

[Get School Reports](#)

Please Note the Following:

- ▶ This property has a basement.
- ▶ The owner is willing to work with a real estate agent.

Real Estate Jobbing Volume 2



Forsalebyowner.com is one of the most popular services available to home sellers. The website works in conjunction with their monthly classified magazines that are distributed all over the country. The magazine has a reported circulation of 2.7 million each

The 2004 Real Estate Jobber Course - Volume 2

month and is one of the most frequently visited real estate websites. There are 36 offices across the country, which support the For Sale By Owner operations. It's easy to see why the service is so popular.

Let's take a look at the website and see how it can help us find leads. Go to:

<http://www.forsalebyowner.com/>

The screenshot displays the ForSaleByOwner.com website interface. At the top, there is a navigation bar with links for Home, Services, Mortgages, Research, Moving, Insurance, Appraisals, and a help icon. Below this, the main content area is divided into several sections. On the left, there is a sidebar with a 'Service Directory' listing various services like Foreclosures, Mortgages, and Home Warranty. Below this is a 'Research' section with links to City Profiles, City Comparisons, and School Reports. At the bottom of the sidebar is a 'Tools' section with links to Mortgage Calculators, Contracts & Forms, and more. The main content area features a 'Find A Home' section with a search box for zip codes and listing IDs. Below this is a 'Selling? Place an ad!' section with a 'CREATE AN AD' button. The central part of the page has a 'Welcome' message and a 'Find A Home' section with search options. There are four search boxes: 'Search By City and State' (with dropdowns for Ohio, Columbus, and a radius of 50 miles), 'Search By Zip Code (USA)' (with a text input for zip code and a radius of 10 miles), 'Search By Listing Number' (with a text input for listing ID), and a 'FORECLOSURES' section with a 'CLICK HERE' link. A 'CLICK HERE FOR ADVANCED SEARCHING' link is also present at the bottom of the search section.

Figure 12 - Forsalebyowner.com Website

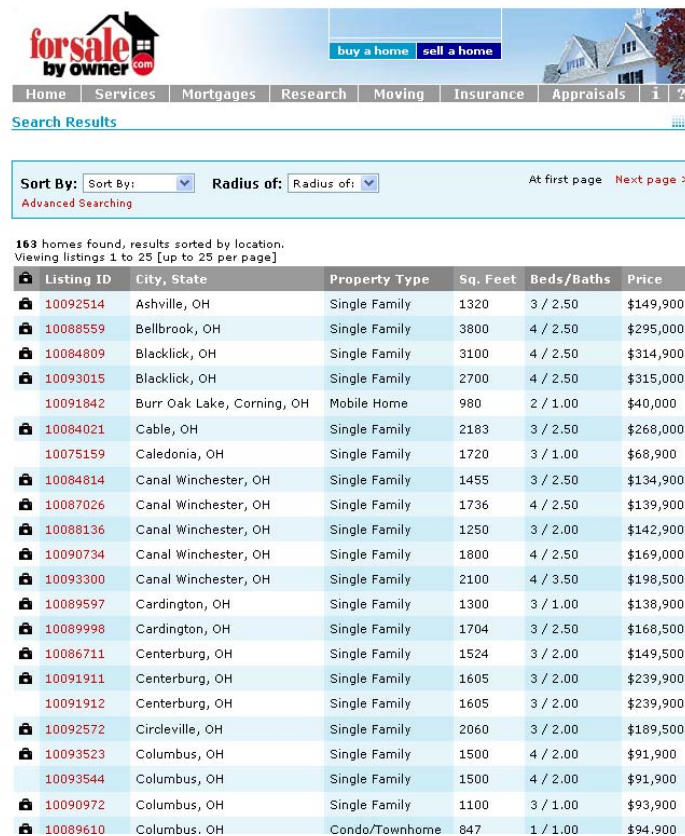
The search box should now look pretty familiar. Let's take a look at the Columbus Ohio area this time, and see what properties are

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available. The screen below shows there are currently 163 homes listed.

You can use the advanced search option to narrow down the search results, based on the number of bedrooms, the number of bathrooms, square footage range and a host of other choices.

I always check out as many properties as possible, when it's this quick and easy. The first page of search results is shown below.



for sale by owner .com buy a home sell a home

Home Services Mortgages Research Moving Insurance Appraisals i ?

Search Results

Sort By: Radius of: At first page Next page >

Advanced Searching

163 homes found, results sorted by location.
Viewing listings 1 to 25 [up to 25 per page]

Listing ID	City, State	Property Type	Sq. Feet	Beds/Baths	Price
10092514	Ashville, OH	Single Family	1320	3 / 2.50	\$149,900
10088559	Bellbrook, OH	Single Family	3800	4 / 2.50	\$295,000
10084809	Blacklick, OH	Single Family	3100	4 / 2.50	\$314,900
10093015	Blacklick, OH	Single Family	2700	4 / 2.50	\$315,000
10091842	Burr Oak Lake, Corning, OH	Mobile Home	980	2 / 1.00	\$40,000
10084021	Cable, OH	Single Family	2183	3 / 2.50	\$268,000
10075159	Caledonia, OH	Single Family	1720	3 / 1.00	\$68,900
10084814	Canal Winchester, OH	Single Family	1455	3 / 2.50	\$134,900
10087026	Canal Winchester, OH	Single Family	1736	4 / 2.50	\$139,900
10088136	Canal Winchester, OH	Single Family	1250	3 / 2.00	\$142,900
10090734	Canal Winchester, OH	Single Family	1800	4 / 2.50	\$169,000
10093300	Canal Winchester, OH	Single Family	2100	4 / 3.50	\$198,500
10089597	Cardington, OH	Single Family	1300	3 / 1.00	\$138,900
10089998	Cardington, OH	Single Family	1704	3 / 2.50	\$168,500
10086711	Centerburg, OH	Single Family	1524	3 / 2.00	\$149,500
10091911	Centerburg, OH	Single Family	1605	3 / 2.00	\$239,900
10091912	Centerburg, OH	Single Family	1605	3 / 2.00	\$239,900
10092572	Circleville, OH	Single Family	2060	3 / 2.00	\$189,500
10093523	Columbus, OH	Single Family	1500	4 / 2.00	\$91,900
10093544	Columbus, OH	Single Family	1500	4 / 2.00	\$91,900
10090972	Columbus, OH	Single Family	1100	3 / 1.00	\$93,900
10089610	Columbus, OH	Condo/Townhome	847	1 / 1.00	\$94,900

The first property in Ashville looks interesting. Let's take a closer look by clicking on the Listing ID.

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forsale
by owner .com

buy a home | sell a home

Home | Services | Mortgages | Research | Moving | Insurance | Appraisals | i ?

Now viewing listing #10092514

Property Type: Single Family [Back to search results](#)



[View Next Photo](#)

Contact Information

Owner's name: Brian Cline
Contact phone: (614) 348-4488
Alternate Phone:
Email Address: [Click here to contact home owner](#)

Property Location

27 Ashton Drive
Ashville, Ohio 43103



Property Information

Again all the information is available to do your research and determine if it will make a good lead. Below I have captured some additional information from this listing, which shows the amenities. The “**Buy this home with zero down payment**” comment may indicate some flexibility and motivation on the seller’s part.

Property Information

Sq. Footage: 1320

of Bathrooms: 2.50

Floors: 2

Lot size/acres: 89x151

Bedrooms: 3

Garage size: 2

Amenities:

- Buy this home zero Down Payment
- 1st Time Homebuyers
- 3 bedroom, 1-1/2 bath 2 story
- Only 4 years old

[Real Estate Jobbing Volume 2](#)



Salebyowner.com also offers a database of homes for sale by the owners. This is a paid advertising site. Sellers have two plans to choose from. There is a \$59.95 per month plan, and a flat rate \$149 until sold plan, and a \$579 until sold plan, which also includes a listing in the MLS. Let's take a trip to salebyowner.com.

<http://www.salebyowner.com/>

The screenshot shows the homepage of SaleByOwner.com. At the top is a banner with the text "SALE BY OWNER" and "ADVERTISE TO THE WORLD'S HOME" inside a blue arch. Below the banner is a navigation bar with links: "Search by code", "Welcome to SaleByOwner.com", "Search by state", "Place your ad", "Edit your ad", "Mortgages", and "Mortgage Calculators". The "Search by code" section includes a "Search By Listing #" field, a "Get Listing" button, and links for "Foreclosures" and "Businesses". The "Search by state" section has a dropdown for "All Types", a dropdown for "Alabama", and radio buttons for "Location", "Price", and "# of Bedrooms". The "Place your ad" section has links for "Place Your Ad Instantly", "How much is it?", and "See An Example Ad". The "Edit your ad" section has links for "Modify Your Ad", "Cancel Your Ad", and "Upload Photos". The "Mortgages" section has links for "Mortgage Calculators" and "Apply For A Loan". The "Welcome to SaleByOwner.com" section contains a paragraph about the site's purpose, a "Why to Buy or Why to Sell" link, and a paragraph about the site's features. The "Search by state" section contains a paragraph about the site's effectiveness and a paragraph about the site's flexibility. The "Place your ad" section contains a paragraph about the site's instant posting and editing capabilities. The "Edit your ad" section contains a paragraph about the site's always-updated database and programming techniques. The "Mortgages" section contains a paragraph about the site's extensive information source for mortgages and a paragraph about the site's ability to shop for the best rates in the country.

Figure 13 - SalebyOwner.com Website

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The search feature allows you to search by type of property and State. You can then choose a sort order either location, price or number of bedrooms. This time we will explore properties in Arkansas.

Simply select Arkansas from the state drop down box. Of course you want to initially include all types of properties. Below are the results of our search.

Advertise and sell your home the affordable way - Instantly post your ad now!



Here are the results of your search, which contained the following parameters:

State/Province: Arkansas -- **Category:** ALL
16 homes found, results sorted by location.
Viewing listings 1 to 16 [up to 25 per page]

Too many results?
Refine your search by entering a city name here:

At first page | At last page

Listing ID	City	Property Type	Sq. Footage	Rooms (BR/BA)	Asking price
8649	Alma	Single Family	1316	3 / 2.00	\$ 98900
1739	Bigelow	Farm/Ranch	5200	4 / 3.00	\$ 450000
3794	Clarksville	Single Family	1965	2 / 2.00	\$ 199000
5539	Conway	Single Family	1550	3 / 2.00	\$ 98500
1549	Delight	Vacant/Land	0	0 / 0.00	\$ 191683
6670	Fayetteville	Farm/Ranch	0	0 / 0.00	\$ 975000
146	Fayetteville	Farm/Ranch	0	0 / 0.00	\$ 975000
3209	Flippin	Single Family	3800	6 / 5.00	\$ 235000
7339	Harrison	Single Family	1000	2 / 1.00	\$ 70000
5425	Hot Springs Village	Single Family	3961	3 / 3.50	\$ 389500
4865	Melbourne	Farm/Ranch	0	0 / 0.00	\$ 32000
7849	Pyatt	Single Family	2620	2 / 1.50	\$ 98500
319	Springdale	Single Family	1993	3 / 2.00	\$ 164000
6854	St. Charles	Other	1500	2 / 1.00	\$ 95000
3437	Sturkie	Single Family	2000	3 / 2.50	\$ 200000
8650	Van Buren	Vacant/Land	0	0 / 0.00	\$ 45000

At first page | At last page

There were only 16 listings returned, which is an easy number to manage. If the results included more properties you could refine the search by entering a city name.

The same basic information is included on the results page. The first property in Alma looks interesting; let's take a closer look by clicking on the "Listing ID" link. The property details are presented on the next page.



[View Next Photo](#)

Contact Information	
Owner's name:	Thomas G. Wright
Contact phone:	1-479-632-0103
Alternate Phone:	
Email Address:	pamma1028@earthlink.net

Property Location	
Address:	1206 Mt. Grove Terrace
City:	Alma
ZIP Code:	72921
Unit:	
State:	Arkansas

[MAP](#)
[Opens New Browser](#)

Property Information	
Sq. Footage:	1316
# of Bedrooms:	3
Lot size/acres:	1.6 Acres
# of Floors:	1
# of Bathrooms:	2.00
Garage size:	N/A

Additional Information/Features
Ceramic tile kitchen, custom cabinets, walk in pantry, dish washer, ceramic tile baths, hardwood floor dining room, ceiling fans in all rooms, thermo pane windows (easy clean), verticle blinds, central heat and air, large laundry room, phone jacks and tv jacks throughout house, total electric. Exterior deck off of kitchen and master bedroom, front porch, 24 X 36 shop with 240 v electricity, tack shed, 35 year roof with architectural shingles, vinyl siding.

Financial Information	
Asking price:	\$ 98900 (Mortgage Info)
Current loan type:	Conventional

As with the other sites everything you need is included. Not shown is a comment by the owner that says "willing to negotiate". This is clearly a sign of a potential motivated seller.

Check the recent home sales in the area and see how the asking price compares to the FMV. This may be a property worth submitting to your Investor.



Buyowner.com is one of the more popular For Sale By Owner sites on the Internet. They offer complete multimedia services to their customers including print, radio, yard signs, TV and of course on-line advertising.

The website receives about 90 million hits per month, as you can imagine it's popular with home sellers. The cost varies by location and is based on the services selected. Let's pay a visit to this site:

<http://www.buyowner.com/>

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Figure 14 - BuyOwner.com Website

We can search the properties by clicking on the "Buying a Property" link. Let's go west to Houston Texas and see what the market is like. Select Texas from the State drop down box, and you'll have a choice of how to refine your search. The search screen is shown below.

The screenshot shows a web application titled "Find a Property in Texas". At the top, there is a navigation bar with "Quick Search:" followed by input fields for "Search within" (with a dropdown for "miles of (City)"), "or (Zip)", and "in" (with a dropdown for "Select a State"). A "Go!" button is to the right. Below this is a banner with a "Help" icon and a "Sign up for your FREE Real Estate Organizer" link. The main content area is divided into several sections:

- City/County/Zipcode**: Three tabs at the top of the main form.
- Texas Cities**: A list box containing "Highland Village", "Highlands", "Hillsboro", "Hockley", "Houston" (selected), "Humble", and "Hurst". A note below says: "To select multiple Cities, hold the [ctrl] key down while making your selection."
- Additional Features**: A list box containing "Pool", "Water Front", "Garage", "Security", "Adult Community", and "1 Acre or More". A note below says: "To select multiple features, hold the [Ctrl] key while making selections."
- Property Style**: A dropdown menu set to "All Property Styles".
- Basic Features**: Two dropdown menus for "Bedrooms:" and "Bathrooms:", both set to "All Sizes".
- Price Range**: A section with "Show All Prices:" (radio button), "Let Me Choose:" (radio button), "Lowest Price:" (text input with a dollar sign), and "Highest Price:" (text input with a dollar sign).
- Advanced Search Options**: A section with a "Sorting" dropdown set to "Sort By: Highest Price to Lowest Price" and a "Search Filters" section with three checkboxes: "Show only Distinctive Lifestyle properties", "Show only Virtual Experience properties", and "Show only Talking Properties" (all are unchecked).
- Show me:** A dropdown set to "10" followed by "Results per page."

There are two "Get Properties!" buttons: one in the middle right and one at the bottom right.

At the top there are 3 option tabs for continuing the search, City, County and Zip. You can further refine your choices by the style of home, the number of bedrooms, the number of bathrooms and the price range.

You can also sort the results by highest to lowest price, lowest to highest price, newest listing first and newest listings last.

Always start out with the broadest search criteria possible and then filter down if there are too many listings to manage. Lets use the City tab and default options. Select Houston from the City tab and click on "Get Properties". The search results are shown below.

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[Quick Search:](#) Search within miles of (City) or (Zip) in [Go!](#)

[Help](#) [Sign up for your FREE Real Estate Organizer](#)

Your Search Results

Found: 149 Matches Page 10 of 15



\$125,000.00 Single Family Home in Houston
2 Bedroom, 2 Bathroom , Approx 1920 Sq.Ft.
Oak Island
• Waterfront

[Property Information](#)
[View the Virtual Tour](#)
[Listen to this property](#)

[Click here to view this property in detail!!!](#)



\$125,000.00 Single Family Home in Houston
3 Bedroom, 2 Bathroom , Approx 1800 Sq.Ft.
Cambell Woods
A Distinctive Lifestyle home
• Garage

[Property Information](#)
[View the Virtual Tour](#)
[Listen to this property](#)

[Click here to view this property in detail!!!](#)



\$125,000.00 Single Family Home in Houston
3 Bedroom, 2 Bathroom , Approx 1980 Sq.Ft.
Breaburn Valley
A Distinctive Lifestyle home
• Garage • Security • Pool

[Property Information](#)
[View the Virtual Tour](#)
[Listen to this property](#)

[Click here to view this property in detail!!!](#)



\$124,900.00 Single Family Home in Houston
3 Bedroom, 2 Bathroom , Approx 1700 Sq.Ft.
Briar Village
A Distinctive Lifestyle home
• Garage • Security • Pool

[Property Information](#)
[View the Virtual Tour](#)
[Listen to this property](#)

[Click here to view this property in detail!!!](#)



\$124,000.00 Single Family Home in Houston
3 Bedroom, 2 Bathroom , Approx 1750 Sq.Ft.
Woodforest
A Distinctive Lifestyle home
• Garage • Security

[Property Information](#)
[View the Virtual Tour](#)

[Click here to view this property in detail!!!](#)

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Quick Search: Search within miles of (City) or (Zip) in Select a State

[Help](#) [Sign up for your FREE Real Estate Organizer](#) **Houston, TX**

Property ID: HOU1164 **\$125,000**

City	Houston
Postal Code	77027
Sub Division	Oak Island
County	Harris
Bedrooms	2
Bathrooms	2 Full
Garage	4
Style	Single Family Home
	Waterfront (Gulf Access)
Approx. Sq.Ft.	1920
Property ID#	HOU1164

For more information
Contact: Mattie Lorraine Rogers
Phone: (281) 692-0445
281-536-5022
(Having Problems Contacting This Seller [Click Here](#))

Mortgage Calculator	
1. Asking Price:	\$125,000.00
2. Down Payment:	\$6,250.00
3. Rate:	15 Year Fixed / 5.36% v
4. Monthly Payment	\$0.00
Calculate	

[Click here to get pre-approved for a mortgage.](#)



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[Email this to a friend or a co-buyer](#)
[View printable version](#)

Become a MyBuyOwner Member
As a registered member, you can add properties to your list of favorites.
[Click here for more information](#)
You know what will look perfect in your new home?
[CLICK HERE](#)

The property's details are presented including the contact information. Lower on the screen (not pictured) is a detailed description of the property listing all of the amenities, information on the neighborhood, schools, etc.

There is also an interesting feature that is called "the virtual tour." This gives you a look at the inside of the home, and actually allows you to rotate the picture and get different views of the various rooms in the house. Here's what you see.



You can see why buyowner.com is so popular; it's state of the art and gets millions of hits each month.

Real Estate Jobbing Volume 2



Yahoo is an exception to the "no Real Estate Agent rule." Yahoo features properties listed with agents. They make it so quick and easy to make offers, it's worth a few minutes of your time.

There is also an excellent tool to get recent home sales in a given area. Perfect for estimating the FMV. We will discuss both in more detail later, but now let's learn a little more about the website.

Yahoo allows members to post ads for very reasonable rates, and currently runs the ad for 21 days. Yahoo ads are usually listed with a Real Estate Agent, but you can still find good deals here sometimes.

As you can imagine the ad gets a tremendous amount of exposure, which makes it very attractive to a lot of home sellers.

You have to be a Yahoo member to use this service, but the membership is free. Simply set up an account when you are prompted. Go to <http://list.realestate.yahoo.com/> and you will find the following screen.

The screenshot shows the Yahoo! Real Estate website interface. At the top, there's a navigation bar with links: Yahoo! Real Estate, Out-Of-State, International, Local, Auto-Transport, and Free Estimate. Below this is a large banner for National Moving Network, featuring a yellow diamond logo and the text 'Save up to 65%' and '1-800-722-9775'. To the left of the banner, there's a vertical link: Discount Moving Services Save up to 65% click now.

The main content area is divided into several sections:

- Welcome, Guest** with links: My Real Estate, Post an Ad, Delete an Ad, Sign In.
- Yahoo! Real Estate** with a **Change Location** link.
- Rates are low - Refinance now!** and **View homes in default - Pre-Foreclosure & REO Data**.
- Features** sidebar with links: Buying a Home, Rentals & Roommates, New Home Communities, Selling a Home, Find an Agent, What's My Home Worth?, Neighborhood Profiles, Financing a Home, Credit Reports (marked 'New!'), Moving Services, Home Improvement, Home Services, Commercial Real Estate.
- Search Homes For Sale** box with fields for City, State, or Zip; Price Range (\$0 to No limit); Beds (Any); Baths (Any); and buttons for Submit Query and More Options.
- Mortgage Spotlight** brought to you by Quicken Loans, with links: Refinance rates at 40-year lows. Apply Now! and Get approved for a loan and be a Cash Buyer!
- Credit Spotlight** Sponsored by ConsumerInfo.com, with a link: Get Your FREE Online Credit Report And See Where Your Credit Stands! and a list: Your Credit Score and Reporting, Scan for Possible Inaccuracies, Credit Basics & FAQs.
- Featured Residential** section with a link: Show Local Residential. It lists two properties in Jasper, Alabama: 3 beds 2.00 baths - \$170,000 and 3 beds 2.00 baths - \$165,000, both with 'More Info' links.
- Insurance Spotlight** brought to you by State Farm Insurance, with links: Protect Your Investment, Should I Buy or Rent?, How much can I afford?, and Loan Calculator?
- Find a Local Agent by Homegain** with text: Buy or Sell a home using a Homegain agent, and get in home discounts! and a link: Find an Agent.
- Moving Services by National Moving**.

Figure 15 - Yahoo Real Estate Website

As you can see there is a "Search Homes For Sale Box", where you will input the search criteria that you desire. Enter the city and state, or the zip code.

You can leave the other fields blank, and all the listings for that city will be included. Let's take a look at Phoenix, Arizona and see how many properties are available.

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Yahoo! Real Estate

Hello Barry - [Help](#) - [My Real Estate](#) - [Sign Out](#)

zipRealty

Phoenix, AZ [Change Location](#)

[Real Estate](#) > [Buying](#) > [Search Criteria](#) > [Results](#)

Modify Your Search

Price Range: Any \$150,000

Bedrooms: Any

Bathrooms: Any

Square Footage: Any

[Search](#) [More Options](#)

Your zipAgent

 **Name:** Linda Reely
Toll Free: 1.800 CALL ZIP x 4811
Cell: 602.576.5383
Email: linda.reely@zipRealty.com

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Search Results for: **Phoenix, AZ**
Sort by: [Price](#) | [Square Footage](#) | ☒ [Listing Date](#)

[Save A Search](#) | [Set Up Email Notification](#)

Your search has returned the first 200 of 3366 homes.
Listings Showing 1 - 15 of 200 [previous](#) | [next](#)

Address	Beds	Baths	Price	Square Feet	Listing Date
5211 N 24TH ST #108, Phoenix, AZ 85016	2	2	\$150,000	1,073	
 Description: Unit is completely furnished. Custom shutters-remodeled kitchen-move right in. . Ground floor unit. No pets allowed. Unit is ready to show and is on lock box. This property can be purchased furnished or unfurnished. View Home Details Save in My Real Estate Schedule a visit Make an offer zipRealty Rebate*: Up to \$1,125					
5132 N 31 WY #138, Phoenix, AZ 85016	1	2	\$150,000	1,170	
 Description: What a pleasant place & views too! Corner unit situated in sight of squawpeak just beyond the 2nd fairway of the arizona biltmore links golfcourse! Great northern & eastern light - views out to paradise valley. Great location for area resident or winter-condo! Contemporary design, quiet enjoyment, walk-in closet & laundry room, extra powder-room, 3rd floor by elevator! Private community gate to biltmore plazas' sawfay-new starbucks-hava java-bankofamerica, keegans +more! View Home Details Save in My Real Estate Schedule a visit Make an offer zipRealty Rebate*: Up to \$1,125					
2036 W VIRGINIA AV, Phoenix, AZ 85009	3	2	\$150,000	1,279	

Description: Cute 3 bedroom home, warm, floorplan, very light & bright. Big eat in kitchen as well as dining area with built in

Note: Your Yahoo results may return a different screen and Realtor, but the basic layout should be similar.

There were actually over 6,000 properties listed in Phoenix ranging up to \$15,000,000. So I narrowed the search to homes priced \$150,000 and under. There were still over 3,000 properties in this price range. The screen shot above shows the first search result page.

There is a summary of each property and many include pictures. You can get further details by clicking on the hyperlinked address.

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Let's take a closer look at the third property, 2036 W Virginia Ave and see what other information is available.

The screenshot shows the zipRealty website interface. At the top, there's a Yahoo! Realty logo and a user greeting "Hello Barry" with links for "Help", "My Real Estate", and "Sign Out". The main header features the "zipRealty" logo and a "Phoenix, AZ" location filter with a "Change Location" button. Below the header, a breadcrumb trail reads "Real Estate > Buying > Search Criteria > Results > Home Details".

The left sidebar contains several tool categories:

- zipRealty**
 - [What is zipRealty?](#)
 - [Buyer Benefits](#)
 - [Sell with zipRealty](#)
- Relocation Tools**
 - [Professional Move](#)
 - [Moving Checklist](#)
- Financial Tools**
 - [Find a Mortgage](#)
 - [Credit Reports](#)
 - [Rent vs. Own](#)
 - [Home Insurance](#)
- MORTGAGE EXPC .com**
 - Loan Finder**
 - [Purchase](#)
 - [Refinance](#)
 - [Home Equity](#)
 - [FHA Loans](#)
 - [VA Loans](#)
 - Today's Rates**
 - Loan Type: Select...
 - State: Select...

The main content area is titled "zipRealty Contact Information" and includes a photo of Linda Reely. Her contact details are:

- Name:** Linda Reely
- Toll Free:** 1.800 CALL ZIP x 4811
- Cell:** 602.576.5383
- Email:** linda.reely@zipRealty.com

Links for "Schedule a visit", "Make an Offer", and "Save in My Real Estate" are provided. Below this, a banner states "Save up to \$1,125 when you buy this house through zipRealty® details".

The "Property Details" section lists:

- Address: 2036 W VIRGINIA AV, Phoenix, AZ 85009
- List Price: \$150,000
- Square Feet: 1,279
- Bedrooms: 3
- Full Baths: 1
- Partial Baths: 1
- Year Built: 1958
- Listing Date
- MLS#: 1887490
- Status: ACTIVE

A photograph of the house is shown. The "Description" section reads: "Cute 3 bedroom home, w/open floorplan, very light & bright. Big eat-in kitchen as well as dining area w/built-in china cabinet. Nice-sized private backyard. Large utility room w/storage. Convenient carport. 16 inch tile in living areas & baths. Close to everything, cultural, sports, business. Washer, dryer & refrigerator included. Please submit pre-qualification letter w/offer."

The "Additional Features" section lists:

- Lot size: 1-7,500 SQ FT
- Exterior: PATIO - COVERED PATIO(S)

This is just a partial screen shot. In addition to the information shown above a lot of other detailed information is included such as: lot size, exterior description, roof type, parking, water source, sewer source, county and schools.

This house has a list price of \$150,000. Let's see how that compares to some other recent home sales in that area. We'll use the Yahoo tool for the comparison. Simply enter the address and wait for the results.

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YAHOO! Real Estate

Yahoo! - Help

HomeGain

ADVERTISEMENT

100% of them can do something about it!

ClearCredit
building a better financial future.

Welcome, bjgrimes422000

My Real Estate - Post an Ad - Delete an Ad - Sign Out

Yahoo! Real Estate

Change Location

Real Estate > Home Sales Information

Relocation Tools

- Neighborhood Profiles
- Home Financing
- Research Schools
- Moving Services

What's My Home Worth?

Access millions of public real estate records instantly! This comparable sales data helps you analyze the value of your home or other homes in seconds. Results include price, square footage, bedrooms, and year built (where available). You can also get a custom home valuation from a top-performing local REALTOR®!

Street Address:

2036 W Virginia Ave

City State or ZIP code

Phoenix Arizona

Get Information

Yahoo! Real Estate: Post an Ad - Neighborhoods - Credit Reports - Schools - Moving - My Real Estate

Yahoo! Properties: Classifieds - Careers - Rentals - Pets - Auctions

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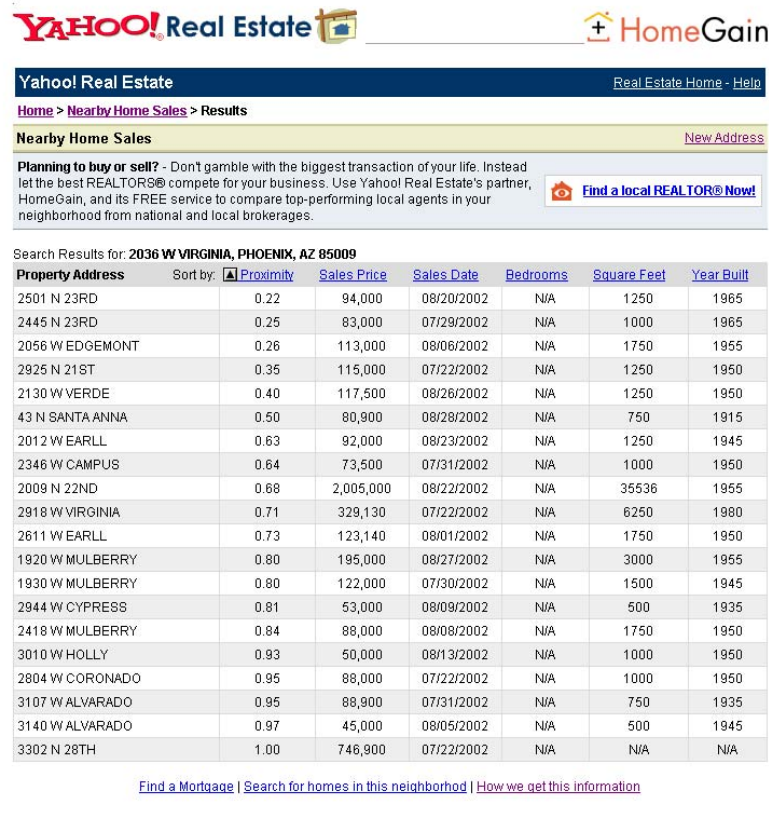
Note: Due to the disclosure laws of some States, this tool may not be available.

The results of the search are shown below. This home has 1,279 square feet. Similar-sized homes have sold for \$94,000, \$115,000 and \$117,500. The average sales price $(94000 + 115000 + 117500 / 3)$ is about \$110,000.

We have estimated the Fair Market Value to be \$110,000, which means this home is considerably overpriced based on our initial research. Now there may be some special feature or reason that justifies this price, but this is not a property I would pass on to my Investors at this time.

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This is the type of research and analysis you will be doing to save your Investors time, and also help you to learn property values in different parts of town.



YAHOO! Real Estate HomeGain

Real Estate Home - Help

Home > Nearby Home Sales > Results

Nearby Home Sales [New Address](#)

Planning to buy or sell? - Don't gamble with the biggest transaction of your life. Instead let the best REALTORS® compete for your business. Use Yahoo! Real Estate's partner, HomeGain, and its FREE service to compare top-performing local agents in your neighborhood from national and local brokerages. [Find a local REALTOR® Now!](#)

Search Results for: 2036 W VIRGINIA, PHOENIX, AZ 85009

Property Address	Sort by: ☐ Proximity	Sales Price	Sales Date	Bedrooms	Square Feet	Year Built
2501 N 23RD	0.22	94,000	08/20/2002	N/A	1250	1965
2445 N 23RD	0.25	83,000	07/29/2002	N/A	1000	1965
2056 W EDGE MONT	0.26	113,000	08/06/2002	N/A	1750	1955
2925 N 21ST	0.35	115,000	07/22/2002	N/A	1250	1950
2130 W VERDE	0.40	117,500	08/26/2002	N/A	1250	1950
43 N SANTA ANNA	0.50	80,900	08/28/2002	N/A	750	1915
2012 W EARLL	0.63	92,000	08/23/2002	N/A	1250	1945
2346 W CAMPUS	0.64	73,500	07/31/2002	N/A	1000	1950
2009 N 22ND	0.68	2,005,000	08/22/2002	N/A	35536	1955
2918 W VIRGINIA	0.71	329,130	07/22/2002	N/A	6250	1980
2611 W EARLL	0.73	123,140	08/01/2002	N/A	1750	1950
1920 W MULBERRY	0.80	195,000	08/27/2002	N/A	3000	1955
1930 W MULBERRY	0.80	122,000	07/30/2002	N/A	1500	1945
2944 W CYPRESS	0.81	53,000	08/09/2002	N/A	500	1935
2418 W MULBERRY	0.84	88,000	08/08/2002	N/A	1750	1950
3010 W HOLLY	0.93	50,000	08/13/2002	N/A	1000	1950
2804 W CORONADO	0.95	88,000	07/22/2002	N/A	1000	1950
3107 W ALVARADO	0.95	88,900	07/31/2002	N/A	750	1935
3140 W ALVARADO	0.97	45,000	08/05/2002	N/A	500	1945
3302 N 28TH	1.00	746,900	07/22/2002	N/A	N/A	N/A

[Find a Mortgage](#) | [Search for homes in this neighborhood](#) | [How we get this information](#)

Yahoo is another good source of leads and offers a lot of properties for sale. Even though the properties are listed with Realtors, you can submit offers online simply by providing a telephone number and an offer price.

Use the search tool to narrow the selection to a certain price range, figure out the FMV and submit an offer 30% to 40% below that number.

The Realtor is obligated to submit all offers to the seller. You may catch someone at the right time when they are ready to sell quickly. If you get any type of positive response immediately turn the lead over to one of your Investors. You never know, the offer of quick cash at the closing may just do the trick.

This will take very little of your time and the worst that could happen is the Seller will not be interested. If the Agent asks questions, just let her know that you have a network of Investors that buy all types of properties, if the price is right.

Since the volume is so large on this site the Agent may be willing to work with you in some cases. Your Investors will be able to offer quick, hassle free closings. This will without a doubt be attractive to some sellers.

A lower sales price means the Agent's commission will be smaller, but she could easily make up for it in volume. Of course this all depends on the Agent and what type of relationship you are able to form.

If it's not a fruitful source for you, then move on to another. Remember, it's a numbers game and you want to explore all possibilities.

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Local newspaper websites

An obvious, but overlooked source of leads is your local newspaper's website. Most will contain all listings that are in the print edition. Of course you get the added advantage of being able to search the properties.

Just get the website address from the newspaper, log on and then look for the "homes for sale" or "homes for rent" link. Use the search tool to find homes that meet your Investor's need.

A screenshot of a newspaper website's classifieds menu. The menu is a vertical list of yellow buttons with black text. The buttons are: Jobs (with a right-pointing arrow), Cars (with a right-pointing arrow), Homes (highlighted in red text), Apartments, Relocation Guide, General Classifieds, Place a Classified Ad, Announcements (with a right-pointing arrow), Shopping, and Newspaper Ads.

Jobs	▶
Cars	▶
Homes	
Apartments	
Relocation Guide	
General Classifieds	
Place a Classified Ad	
Announcements	▶
Shopping	
Newspaper Ads	

Usually all of the classified links are together on the paper's website, as shown above. Click on the "Homes" link and this will take you to the property search page.

[Quick Search](#)
[Map](#)
[MLS #](#)

Enter a City or Neighborhood

[See a list of Central Florida cities](#)



A total of 1200 listings match your criteria. Please submit a more specific search.
A maximum of 1000 listings can be displayed.

Price Range

\$10,000

▼

to

\$175,000

▼

Bedrooms

3+

▼

Bathrooms

2+

▼

Type of Property

Single Family Home

▼

☐ Search all listings
☐ Search New Homes
☐ Search Realtor listings
☒ Search Classified Ads

Optional (Listings that match these criteria will appear first in your results.)

☐ Fireplace
☐ Basement
☐ Family Room

☐ Dining Room
☐ Central Air
☐ Garage

☐ Swimming Pool
☐ Waterfront Property

Clear

Search

Figure 16 - Local Paper Homes Website

Here's a sample of the search results. Click on the "More Details" link to get the specific information.

\$175,000	Orlando	Save to My Picks
		☐
	Single Family Home, 3 bedrooms, 3 bathrooms. More Details.	
\$175,000	Orlando	Save to My Picks
		☐
	Single Family Home, 3 bedrooms, 2 bathrooms. More Details.	
\$175,000	Orlando	Save to My Picks
		☐
	Single Family Home, 4 bedrooms, 2 bathrooms. More Details.	
\$174,900	Orlando	Save to My Picks
		☐

Property Information

\$175,000	Bedrooms:	3
	Bathrooms:	2
Orlando, Florida	Single Family Home	
	ID#:	192903

Description

STONEYBROOK - 3/2, 2 car gar, conservation lot. Many upgrades. \$175K Owner 407-737-0979

Features

- Garage/Parking

The property information is not as detailed as some of the FSBO sites, because the website contains the same wording as the print copy of the paper.

Real Estate Jobbing Volume 2

Classified newspaper sites

Similar to the daily newspaper websites, except these papers usually come out weekly and contain only classified ads. Not all have websites, but most do. Log on and see what properties are listed.

Advertising in these types of papers is usually far less expensive than the daily paper and are very popular for modest-priced homes. There will most certainly be Investors interested in these types of properties.

Below is a screen shot of the Thrifty Nickel's search box for the "Real Estate For Sale" listings. The search options are pretty limited, but let's see what we get.

[Home](#) > [North Atlanta](#)

Home	Place an Ad	Map Directory	About Us	Help & Faq
----------------------	-----------------------------	-------------------------------	--------------------------	--------------------------------

[Add Thrifty Nickel Ads of North Atlanta to Your Favorites!](#)

Change Cities: [Use Map](#)

Search by Keyword:

Search Classification:

[Add Nearby Cities to Search](#) ☒

(Click for more information)

Figure 17 - Classified Newspaper Homes Website

All the detail you'll get is shown below. Again this is just the print ad carried over to the website. Looks like a few Investors for you to check out!

- ☐ [South Atlanta, GA](#) | [View other Real Estate For Sale in South Atlanta](#)
AAAAH! WHAT a relief! We will buy or lease your house in 24 hr. Divorced? Relocating? Downsizing? No equity? No problem! Every seller who qualifies receives a special GIFT! 404-664-2588 24/7 FRAMAR@Ureach.com

- ☐ [South Atlanta, GA](#) | [View other Real Estate For Sale in South Atlanta](#)
FORECLOSED HOMES. Low/\$0 down! Gov't/bank repos! OK Credit! 1-800-501-1777 Ext. 7206

- ☐ [South Atlanta, GA](#) | [View other Real Estate For Sale in South Atlanta](#)
LIKE NEW 3BR, 2BA, lease/purchase, 3K down, No credit check! Only 3 left: Stone Mountain, Tucker, Gwinnett. Call Randy 770-912-0945

Not every daily newspaper or classified paper has a website, but most probably will. This is a quick and easy way to hunt for leads. The electronic version is generally easier to search than the print copy, but the print copies can be aged, as we will see later.

Real Estate Jobbing Volume 2

Internet Summary

I'm not saying the Internet is your best source for leads, because it's probably not. As I mentioned earlier don't spend a lot of time on it, but you can do an awful lot very quickly with the tools that these websites offer. You can check these leads out in the privacy of your own home at any time of the night or day.

Give all of these websites a try and eliminate those that aren't useful in your particular area. Many Investors are too busy to take time to use these resources to look for Motivated Sellers; remember they want to be out buying and selling properties.

This is where your value comes into play; you will dig and try to find every possible Motivated Seller. In case you forgot it's a numbers game. Don't forget to search for local FSBO sites that might have a few gems.

I'm sure you've seen the movie Forest Gump, where his mama always says, "life is like a box of chocolates, you never know what you're gonna get." Well real estate jobbing is also like a box of

chocolates, you never know what you're gonna get, unless you check it out.



Real Estate Jobbing Volume 2

Pre-foreclosures



Foreclosures are at an **all-time high** in our country due to the economy and many other factors. People facing foreclosure are certainly Motivated Sellers, and these properties can be among the most lucrative for Investors.

Most people facing foreclosure will usually try every option available before selling to an Investor. We know the Investor is only going to offer a certain percentage of what the property is worth on the open market, but let's look at the alternative.

The home **will** be auctioned off. The homeowner will get **nothing** in terms of money, will lose all of their equity in the house, and have a foreclosure on their credit report. This will probably prevent the homeowner from being able to qualify for another loan for several years.

Depending on the situation the Investor, in exchange for control of the property may offer the homeowner a cash payment, make up the missed mortgage payments, and pay all of the penalties and legal costs that have accumulated. In essence the property is brought to a current status and the foreclosure process is effectively stopped.

Your job at this point is to find the homeowners who are facing foreclosure and include them as leads to your Investors. The foreclosure process is very complicated and varies from state to state.

I strongly recommend that you become familiar with the **foreclosure process and legislation in your state**. Most investor clubs will cover the process during the year in the form of classes, speakers and courthouse field trips since this is such a hot area for Real Estate Investors. You can get some general insight on the process in your state by going on-line to:

<http://foreclosure.searchking.com>

This website has some general information, but you will have to do some research to find the exact process for your state. Let's look at an overview of the process.

I want to stress this is a **simplified overview** and does not apply to any specific state, but should give you a good idea of what's involved in a foreclosure.

GENERAL FORECLOSURE PROCESS

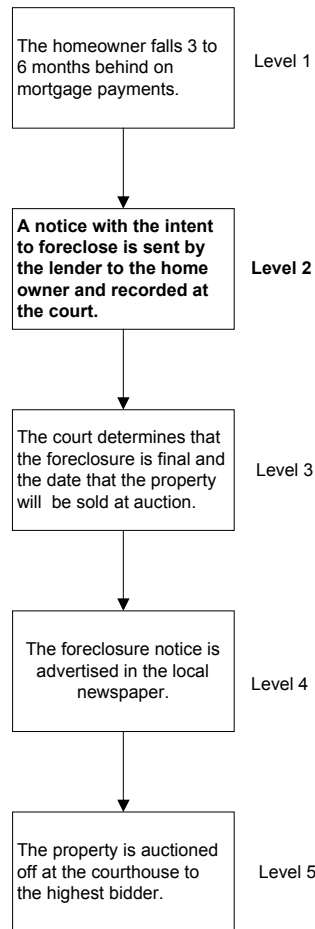


Figure 18 - Foreclosure Process

This drawing greatly simplifies the process, but is a good illustration of where you will come into the picture. This process could take as long as a year or as little as 30 days depending on where you live.

Level 1 is where the homeowner realizes they are getting in trouble and may respond to an Investor's classified ad or roadside sign, in an effort to avoid foreclosure. **It's when the process reaches level 2 that we want to take action.**

If you notice at level 2, a legal foreclosure has not taken place. The lender has informed the homeowner and the court of their intent to foreclose, thus the property is in pre-foreclosure.

Some Investors will not do the research to identify the **pre-foreclosures** and will simply wait for a listing of foreclosures to be published, which happens at level 4. However, at this time there will be much **more competition** for the property.

Other Investors will wait until step 5, and they still may be able to get a good deal if they have cash in hand at the auction. The bank may end up not being able to sell the property. When the bank retains ownership of the property it is considered a **Real Estate Owned** (REO) property, more on that later.

Let's get back to level 2 where it's your job to find these properties for your Investors. The notice that the lender (actually the lender's attorney) sends to the homeowner is also recorded at the Courthouse.

This makes it a **public record** and is therefore available to us. In some states this notice is called a **Lis Pendens**, in others it's a **Notice of Default**. These are two common documents, but may not pertain to your state. Be sure to do your research.

The important thing is to understand that a **notice is recorded on the public record** at the County Courthouse. Call the Clerk of Courts and describe what you are looking for.

You want to know what documents a lender sends to notify the property owner of their intent to foreclose the mortgage. Find out if these records are available on-line and where they are stored.

These notices are filed everyday, but there may be a viewing lag of a day or so, since in most instances the documents have to be filmed or scanned for public viewing.

You should work the pre-foreclosures at least weekly or **every day if you can** get to them on-line. It's a good idea to give the pre-foreclosure leads to your Investors right away, as this process can be very time sensitive.

You say, "**I have found the document that I need, what do I do now**"? Now you will gather the information you need from the document, in order to provide a sound lead to your Investor. Below is an example of a document that you will be working with.

IN THE CIRCUIT COURT OF THE
18TH JUDICIAL CIRCUIT, IN AND FOR
CIVIL DIVISION
CASE NO. [REDACTED]

MORTGAGE ELECTRONIC REGISTRATION
SYSTEMS, INC. AS NOMINEE FOR
[REDACTED]
[REDACTED]
[REDACTED]
Plaintiff,
vs.
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
Defendants.

FILED IN
EAST BRANCH OFFICE
CLERK CIRCUIT COURT
2002 JUL 25 PM 1:05
BY [REDACTED]

NOTICE OF LIS PENDENS

TO THE ABOVE STYLED DEFENDANTS AND ALL OTHERS WHOM IT MAY CONCERN:

YOU ARE HEREBY NOTIFIED of the institution of this action by Plaintiff against you seeking to foreclose a mortgage on the following property in [REDACTED]

LOT 137 KINGSBRIDGE EAST VILLAGE UNIT 2A, ACCORDING TO THE PLAT THEREOF AS RECORDED IN PLAT BOOK 50, PAGES 58-62, INCLUSIVE, PUBLIC RECORDS OF [REDACTED]

A/K/A: [REDACTED]

including the buildings, appurtenances, and fixtures located thereon.

Law Offices of [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
By: [REDACTED]
[REDACTED]
[REDACTED]

RECORDED
FILE NUM [REDACTED]
RECORDED 07/26/2002 03:40:44 PM
RECORDING FEE \$ 0.00
RECORDED [REDACTED]

07-0319
[REDACTED]

3

Figure 19 - Sample Lis Pendens

In the upper left part of the document is the **plaintiff, or the lender filing the action**. Below are the **defendants or homeowner's** names. Homeowners associations, spouses and second mortgage companies are included with the defendants.

The purpose of the notice is specified in the middle. You want to **make sure the purpose of the document is to foreclose a mortgage**. This document can be used for other types of legal notifications as well.

The legal description of the property is always included on the notice. The date the action is recorded by the Court is stamped on the bottom left corner.

With the information contained in this document you will be able to **use the tools we learned about earlier** (Property Appraiser and Property Tax records) to compile all of the necessary information for your Investors.

Sometimes the notice will contain the property address, which makes it easy to locate the property in the public records.

For instance in this document the address was included, it's underneath the **legal description** (blacked out) beside the letters A/K/A (Also Known As).

In many instances the attorney preparing the document will not include the property address, as the **legal description is what will be used in a court of law**.

Use the address, if available, to find the property in the public records. On-line you can search the property appraiser records

based on the **homeowner's name, which is listed under the defendant section** of the document.

Once you get the record, make sure **the property's legal description on the notice is a match with the Property Appraiser record.**

Sometimes the legal notice may reverse the first and last names or misspell the names of the defendant.

If you can't find the property based on the defendant's name, then try searching for another name listed under the defendant's section of the notice. Again, make sure the **legal description matches any record that you pull.**

If you can't find the property under any of the names listed, then try to **search by the subdivision name**, which is usually included in the legal description of the property.

You should be able to get a listing of all homes in the subdivision (see figure 20) and hopefully you will see a similar name next to one of the homes in this subdivision. If so, **this is the record you are looking for.**

If not, then look through each record one by one **until you find the block listed in the legal description**, and then continue searching in that block until you come across the **lot number listed in the legal description** (see figure 21). Let's look at an example.

Say the documents did not have an address but had the following legal description; **Leg Lot 1, Block L, Woodlands Sec 2, PB 16, PG 39**. You would read this description as follows; Woodlands Subdivision **Section 2**, in **block L** and is legal lot number 1, in public book **(PB) 16** on **page 39**.

Start by getting the records for the Woodlands Subdivision 2, as shown in the figure below.

SUBDIVISION LISTINGS FOR - WOODLANDS SEC 2			
Mapping	Parcel	Owner	
MAP IT	36-20-29-503-0K00-0010		133 FOXRIDGE RUN
MAP IT	36-20-29-503-0K00-0020		131 FOXRIDGE RUN
MAP IT	36-20-29-503-0K00-0030		129 FOXRIDGE RUN
MAP IT	36-20-29-503-0L00-0010		135 FOXRIDGE RUN

Figure 20 -Sample Subdivision Listing

You will then **look at all of the records one at a time**. The first record (133 Foxridge Run) is legal lot 1 in block K, the next record (131 Foxridge Run) is legal lot 2 in block K, the next record (129 Foxridge Run) is legal lot 3 in block K, and finally in the next record (135 Foxridge Run) you get to block L and legal lot 1. **This is the property you are looking for, and the address is 135 Foxridge Run.**

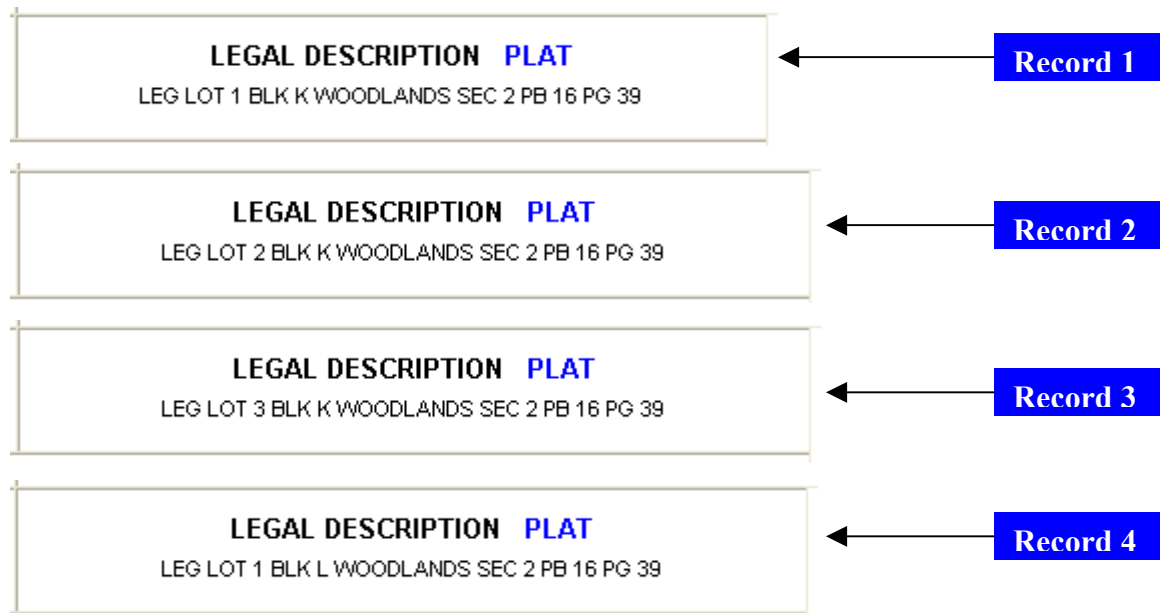


Figure 21 - Sample Legal Descriptions

Most of the time **the block and lot numbers are in numerical order in the public records**, which makes this last resort method not too terribly time consuming and it's very effective. I'm able to find 99% of the properties that I'm looking for by following the steps outlined above.

You can use this technique anytime you have the legal description, but not the physical address. Again, you should get a computer ASAP.

You now have the public record in hand and it contains everything you need to record the lead in your **Master Lead Log**, except the phone number. The phone number is important, but not essential to the Investor. Many people who have reached this point in the

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foreclosure process may have already had their phones disconnected.

We will make an attempt to get this information for our Investor, but it's still the Investor's job to make contact with the homeowner. Some Investors will try through the mail, while others will simply visit the house and **talk with the owners directly**.

It's usually the aggressive Investor who will end up with these deals. Try a phone book to obtain the number or go on-line to:

<http://www.qwestdex.com/>

Figure 22 - QwestDex Website

This is a **free service**, which allows you to enter the first name, last name, city and state of the person you are looking for. QwestDex will search for all people in the state with a listed phone number that fits the information you entered.

If you don't get a match try the spouse's name. If you still don't get a match, then try entering the first initial of the owner's first name, in the boxed called "First". If there's still no match, then try the spouse's first initial. You can also try just the last name, and then try to match up the address.

If none of the above works, then move on to the next name on your log. **I was able to find a phone number about 50% of the time.**

Getting pre-foreclosure leads is a little more involved and requires a bit more digging and researching. But you are assured that all people in this situation are true Motivated Sellers. You can bet your Investors will hotly pursue them.

In the relatively small County where I pursued pre-foreclosure leads, there was an average of 8 new foreclosure documents recorded each day, which generated an average of 180 pre-foreclosure leads each month.

There are three other counties in my metropolitan area, which could have easily generated another **400 to 500 pre-foreclosure leads a month**. But I chose to diversify my leads and not spend all of my time on preforeclosures.

However, if you have **several Investors who specialize in pre-foreclosure deals**, or you plan to concentrate on preforeclosures as an Investor, then by all means feel free to specialize in these types of leads.

Financial troubles span all income levels. I came across homes going through the foreclosure process that ranged from \$10,000 up to \$750,000 in value.

Real Estate Jobbing Volume 2

Code Violations



No, not Morse code, but County codes.

Code violations are another excellent way to diversify your lead types. This is a relatively **untapped market**, which is largely overlooked by many Investors, but can yield lucrative results.

When you find someone that has been cited by the **Code Enforcement** division of your County they may be a Motivated Seller and require your assistance. Most Investors have probably overlooked them.

Code violations run the gambit, but you want to target the violators that shout out “**I am a motivated seller waiting to be found**”! Of course no one will actually say this, but look for the telltale signs in the complaint.

Overgrown grass and weeds, an over abundance of debris piled up in the yard, junked vehicles and/or boats in the driveway, unsanitary materials laying around and of course the accumulation of unpaid fines.

There are **several reasons why people have let their properties deteriorate** to a condition causing code violations.

They may have fallen upon hard times and are unable to afford the upkeep. They are probably behind on mortgage payments and feel they are going to lose the property anyway, and don't want the additional expense of upkeep. Or, they may be doing fine financially and are simply just too lazy to take care of the property.

The people in this category may be in “**pre-pre-foreclosure**”, that is they are behind on their mortgage payments, but no legal action has been initiated by the bank. This is actually getting to the seller before step 1 in the foreclosure process diagram shown earlier.

Can you think of a better time to get to this person? At any rate these are good leads for an Investor to check out and offer a possible solution.

The obvious question is, “how do I find out about people with code violations”? The answer again is our best friend, the [public records](#).

Code violations usually spring from a [complaint launched by a neighbor](#). The County will send out an Inspector to determine if the property owners have violated any of the County codes. The findings of the Inspectors are presented to the [County Code Enforcement Board](#).

As I’ve stressed throughout this volume, the [County department names and functions will differ from County to County](#) so be sure to do your due diligence and find the appropriate department in your County Government.

The Code Enforcement Board will probably meet monthly to review the findings of their Inspectors.

If the owner is found to be in violation of one or more County codes, the Board will specify the actions needed to clear up the violations. The [property owner is given a time frame to rectify the situation or face the fines](#) stipulated by the Board.

These meetings are [open to the public](#). I would encourage you to spend a couple of hours attending one of these meetings in order to get a first hand look at the process.

The minutes from the meetings are a matter of public record and can be obtained from the Code Enforcement office. In fact, **many counties have the minutes available online.**

The minutes will contain all of the details you need to turn code violations into leads! Let's take a look at a couple of situations and see how to use this information.

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Inspector: [REDACTED]
Complaint No 02-04-089

Violation charged: Section 95.4 as defined in Section 95.3(g)(h)(l)(p), [REDACTED] County Code.
Described as: 1) Accumulation of trash and debris.
2) Uncultivated vegetation in excess of 24" in height located within 75' of a structure.
3) Junked or abandoned vehicles not within an enclosed garage or attached carport.
adversely affect the health, safety, lives, and/or welfare of the citizens of the County.

Location: [REDACTED]
Tax Parcel ID [REDACTED]

MOTION BY [REDACTED], SECONDED BY [REDACTED] THAT THE FINDINGS OF FACT, CONCLUSIONS OF LAW AND ORDER BE:
FINDINGS OF FACT, CONCLUSIONS OF LAW AND ORDER

Based on the testimony and evidence presented in case number 02-75-CEB, it is determined that the Respondents are:
and legally described as follows:
LEG [REDACTED]
(b) in possession or control of the property; and
(c) in violation of [REDACTED] County Code Section 95.4 as defined in Section 95.3(g)(h)(l)(p).

It is hereby ordered that the Respondents correct the violations on or before July 12, 2002. In order to correct the violations, the Respondents shall:

- 1) REMOVE THE ACCUMULATION OF TRASH AND DEBRIS.
- 2) REMOVE THE UNCULTIVATED VEGETATION IN EXCESS OF 24" IN HEIGHT LOCATED WITHIN 75' OF A STRUCTURE.
- 3) REMOVE JUNKED OR ABANDONED VEHICLES NOT WITHIN AN ENCLOSED GARAGE OR ATTACHED CARPORT.

**EXISTENCE AND/OR ACCUMULATION TO ENDANGER
OR ADVERSELY AFFECT THE HEALTH, SAFETY, LIVES, AND/OR WELFARE OF THE CITIZENS OF THE COUNTY.**

compliance past July 12, 2002.
The Respondents are further ordered to contact the [REDACTED] County Code Inspector to arrange for an inspection of the property to verify compliance.
Any fine imposed shall continue to accrue until such time as the Code Inspector inspects the property and verifies compliance with this Order.

It is further moved to find that the violation presents a serious threat to the public health, safety and welfare.

exists and upon any other real or personal property owned by the Respondents.

DONE AND ORDERED this 27 day of June, 2002, in [REDACTED]

[REDACTED] CHAIR – YES	[REDACTED] – YES
[REDACTED] VICE CHAIR – YES	[REDACTED] – YES
[REDACTED] – YES	[REDACTED] – YES
[REDACTED] – YES	

MOTION CARRIED 7 – 0.

Figure 23 - Sample Minutes Code Enforcement Board

The figure above shows the minutes from a meeting of the County Code Enforcement Board. The property owner's names are at the top left of the document (blacked out). Below is the name of the Inspector and the complaint number.

The violations are detailed; in this case there were three violations. The property address, as well as the legal description, is included.

The Board's orders to the owners are spelled out in the middle of the document. In this case the owners were instructed to clean up the trash, cut the grass and remove the junked vehicles.

If the homeowners do not comply by the date given, they will face a fine of \$250 per day until they are in compliance. The Board approved these actions unanimously, 7-0.

In most cases the homeowner will comply, but let's take a look at what happens when they don't comply.

Case No 00-41-CEB	
[REDACTED]	
Inspector: [REDACTED]	
Complaint No 99-12-066	
Requested Board action: Staff requests that Board issue an order constituting a lien in the amount of \$24,000.00, 48 days @ \$500.00 per day, be recorded in the public records finding non-compliance and that the fine continue to run at \$500.00 per day from the date of this Order until the date of compliance.	
Violations charged:	Section 95.4 as defined in Section 95.3(g)(j), Seminole County Code.
Described as:	1) Accumulation of trash and debris. 2) Used or scrap building materials on subject property.
Location:	[REDACTED]
	Tax Parcel ID # [REDACTED]
MOTION BY MS METTS, SECONDED BY MS DOERNER, THAT A LIEN IN THE AMOUNT OF \$24,000.00 BE PLACED ON THE PROPERTY AND THAT THE FINE CONTINUE TO RUN AT \$500.00 PER DAY UNTIL COMPLIANCE IS MET.	
[REDACTED], CHAIR – YES	[REDACTED] - YES
[REDACTED], VICE CHAIR – YES	[REDACTED] - YES
[REDACTED] - YES	[REDACTED] - YES
[REDACTED] - YES	
MOTION CARRIED 7 - 0.	

Figure 24 - Sample Code Enforcement Board Actions

The figure above is from a different case recorded on the same minutes. The homeowner chose not to comply with the orders of the Board.

The board slapped a **\$24,000 lien on the property**, and continues to fine the homeowners at a rate of **\$500 per day**. Do you think this may be a motivated seller?

A savvy Investor will be able to work with the Board to reduce the fines. After all, the goal is to clean up the property and find a responsible owner.

From the meeting minutes you have all of the information you need to record your lead on your Master Lead Log. Simply use the public record resources that you learned earlier to get the details.

Since there are a relatively small number of code violations, I always drive out to the property to check out the condition. The figure below shows a property with several code violations against it.



Figure 25 - Sample Home with Code Violations

This is obviously a distressed property with a potential motivated seller. But most homeowners will correct the violations.

It is important to check out the condition of the property to make sure it's a distressed property, before including it as a lead for your Investors.

This is not a waste of your time. You can take this opportunity to do drive-bys in the neighborhoods of the code violators. You will probably find homes that are, FSBO, FRBO, abandoned and/or ugly; sound familiar?

I found an average of 15 to 20 code violations a month, with 3 to 5 turning out to be good leads. **I always found good drive-by leads** on my trips to check out the code violation properties.

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Divorce



Divorce cases are also a potential source of Motivated Sellers. Often **neither spouse is able to afford to continue living in the home**, and both are happy just to sell the property and divide the proceeds.

In many cases both parties would like to complete the process as soon as possible, which equals Motivated Sellers for your Investors. This is another untapped market of Motivated Sellers by many Investors.

Once again you will call upon the public records to help find the people who are getting a divorce.

Start with the Clerk of Courts and indicate that you are interested in seeing the **"Petition of Dissolution of Marriage"** and **"Petition of Property Distribution"**. Simply asking to see the divorce records may also suffice.

These records should have the current addresses of both parties. Most likely one person will have a different address and the other will have the original address of the property.

You can record both properties as leads, since one or both of the parties may no longer be able to handle their mortgage payments.

If both addresses appear to be apartments, then move on to the next case. If both addresses appear to be homes, then check the addresses in the Property Appraiser records and see which address matches one of the names on the complaint and use this as your lead.

All of the information you need for your [Master Lead Log](#) will come from the Property Appraiser records. In the comments section, **be sure to include which divorce party lives at the property.**

Another source for leads in divorce cases are the **divorce attorneys** themselves. To keep things simple some attorneys will suggest selling to an Investor instead of going through the lengthy and expensive process of selling the home through traditional channels. **This can sometimes take months.**

Simply search on-line or look in the yellow pages for local divorce attorneys and give them a call. Explain that you work with a group of Investors that will often buy real estate from divorcing parties.

Let the attorney know that your Investors pay in cash and specialize in fast closings, sometimes in as little as X (fill a time frame you're comfortable with) days.

This also **speeds up the division of assets**, which gets cash into the pockets of their clients. If the attorney wants to know how much your Investors usually pay for properties, inform her that it depends on the property, and that each situation is handled on an individual basis.

The attorney can then simply give you a call when she has a client ready to sell. Leave your number and let the attorney know you will be mailing her some of your business cards.

Mail a letter to the attorney along with some **business cards**. The letter should contain information similar to the sample below.

Date

Dear Ms. Divorce Attorney:

I want to thank you for taking the time to speak with me last week. As I mentioned I work with a group of Investors who specialize in all cash closings in as little as X days. I'm sure you represent a variety of clients who are eager to liquidate their assets and move on with their lives. We are able to buy homes in any area of town and in any condition.

Simply give me call when you have a client in need of our services, and we'll work together to find the right Investor. If you have any questions please don't hesitate to contact me. Thank you again for your time and I look forward to working with you.

*Sincerely,
Real E. Jobber*

Figure 26 - Sample Letter to Divorce Attorney

When the attorney contacts you, get all of the information needed to complete the Property Analysis Form. Use the public records to

get the other information needed for your [Master Lead Log](#) and you're all set with yet another type of lead for your Investors.

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Bankruptcies



Bankruptcy filings are another source of excellent leads. People filing bankruptcy obviously have had some financial difficulties, which may or may not have been solved by the [bankruptcy](#).

Filing bankruptcy may [delay the foreclosure process](#) during the proceedings. However, once the debts have been discharged and the bankruptcy is final, [the bank will be able to foreclose](#) if the mortgage is not brought to a current status.

Some homeowners will be able to bring their mortgages current and maintain payments, since most of their other debts will have been discharged. [Many others who have lost their source of income will not.](#)

Similar to foreclosures an Investor may be able to take control of the property and put some cash in the owner's pockets. This is a [win-win-win-win-win situation](#).

The Investor will get a great deal on the property, the former owners will get cash to start over with, the bank will get paid, the

property will be available for new home owners and you will have earned a referral fee.

Bankruptcies are recorded in the public records at your County Courthouse. A good place to start, as you've probably guessed, is with the Clerk of Courts.

Once you have obtained a list of the records for bankruptcy filings, use your favorite tools (the Property Appraiser and Property Tax public records) to gather the property information you need for your Investors.

Then use the Internet or yellow pages to attempt to find the phone numbers, and record the leads on your [Master Lead Log](#). You should record all bankruptcy leads that you find and let your Investors follow up on each to determine which are worthwhile deals.

Another way to get bankruptcy leads is to contact [Bankruptcy Attorneys](#), as we did with Divorce Attorneys. In many instances a single attorney will handle both divorce and bankruptcy cases.

Start with a phone call and let the Attorney know that you work with a group of local Real Estate Investors who specialize in providing fast cash and quick closings for people in a financial bind.

The Attorney will have a clear picture of which clients will be good candidates for your Investors, and thus are Motivated Sellers. Some clients may actually use a portion of the cash to pay their Attorney.

Again, keep it simple and just ask the Attorney to give you a call when he has an interested client. Follow up with a letter similar to what is shown in the figure below.

Date

Dear Mr. Bankruptcy Attorney:

I want to thank you for taking the time to speak with me last week. As I mentioned I work with a group of Investors who specialize in all cash closings in as little as X days. I'm sure you represent a variety of clients who need to liquidate their assets in order to move on with their lives. We are able to buy homes in any area of town and in any condition.

Simply give me call when you have a client in need of our services, and we'll work together to find the right Investor. If you have any questions please don't hesitate to contact me. Thank you again for your time and I look forward to working with you.

*Sincerely,
Real E. Jobber*

Figure 27 - Sample Bankruptcy Attorney Letter

Does this letter look familiar? **It does not have to be a literary work of art**, as you are simply building rapport. Always include your business card in letters to professionals.

When the attorney contacts you, simply get all of the information needed to complete the [Property Analysis Form](#). Use the public records to get the other information needed for your [Master Lead Log](#) and you're all set with more leads for your Investors.

There are several chapters of bankruptcy that a person can file, depending on their situation. Each chapter has different requirements and obligations for the person filing, as well as their creditors. I strongly encourage you to **become familiar with the bankruptcy laws and processes**. You can get a pretty good overview by clicking on the link below.

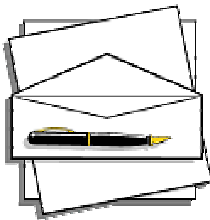
<http://www.law.cornell.edu/topics/bankruptcy.html>

You will definitely run across people who are planning to file bankruptcy in your jobber business. You can refer these people to the attorneys that you are partnering with. The same is true with divorce. It's win-win.

There is also a method to get bankruptcy information on-line for a service charge. We will discuss this resource in the Paid Marketing Sources section of the guide.

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Landlord Direct Mail Campaign



Another very effective method of gathering leads is to contact **landlords** both in and out of the area to see if they are interested in selling.

In some instances you may catch a landlord who has just gone through a long eviction process, or had tenants skip town without paying, or is sick of getting late night calls to make minor repairs, or any one of a number of other reasons. These situations can cause any landlord to get fed up.

When a landlord reaches this point, they may **want to sell as quickly as possible**.

How do we find these landlords? Why the **public records**, of course. The Property Appraiser records are best for this type of lead.

Take a look at your **Investor Evaluation Forms** and find an Investor who specializes in a particular area of town. Use your map and select a major residential section of this area.

You will **search the properties one street at a time looking for landlords**. This will be especially easy if the records are on-line, as there will most likely be a few different record retrieval options.

These options may include the street or subdivision. In the figure below is a sample of one County's search options.

Real Estate Record Search

Find Property by

- [Parcel Id](#)
- [Owner Name](#)
- [Address](#)
- [Property Name](#)
- [Plat Book/Page Block and Lot](#)
- [Subdivision Name Block and Lot](#)
([Click here](#) for subdivision abbreviations)
- [Vacant Land](#)

Real Estate Sales Listings

Find Property Sales by

- [All Sales by Subdivision Number](#)
- [All Sales by Subdivision Name](#)
(*Important notice regarding "All Sales" searches*)
- [Condominium Sales by Subdivision Number](#)
- [Condominium Sales by Subdivision Name](#)
- [Residential Sales by Subdivision Number](#)
- [Residential Sales by Subdivision Name](#)
- [Vacant Land Sales by Subdivision Number](#)
- [Vacant Land Sales by Subdivision Name](#)

Figure 28 - Sample County Public Record Search Options

Type in the street name and run the search.

Enter Address to Find

- Street Number (0-999999 or Blank)
- Direction (N,S,E,W, etc. or Blank)
- Street Name
- Type (ST, DR, AV, etc. or Blank)

Return What Kind of Data

- ☒ General Parcel Data
- ☒ Ownership Data
- ☒ Legal Description
- ☒ Sales
- ☒ Building
- ☒ Land
- ☒ Extra Features



All of the houses on the street are displayed.

Records 1 - 25 of 1,069		
Address	Parcel Id	Owner
4800 W WILLOW RUN	18-22-29-8624-01-310	BALMICK HAMCHAN
4800 W WILLOW RUN	18-22-29-8624-01-310	BALMICK NARINE
4801 W WILLOW RUN	18-22-29-8624-01-480	DAVID LENICA
4812 W WILLOW RUN	18-22-29-8624-01-320	MESADIEU YOLAINE

If the records aren't on-line you will have to go to the Courthouse and use a similar method by looking through the street indexes.

You are looking for records, which have a property address different than that of the owner. This is a landlord 99% of the time.

I did not have good luck with PO Box addresses, as many times the owner's simply did not use the street address on the deed, but they were actually living in the house. Save yourself some time and skip those with PO boxes. The figure below shows an excerpt from a property record for a landlord.

Parcel Data for 18-22-29-8624-01-310

Show Map	View Previous Year		View Property Taxes		
Parcel Id	18-22-29-8624-01-310	Address	4800 W WILLOW RUN	Property Use Code	0100
City Code	ORL - Orlando	Millage Code	08	Tax Year	2003

Value Summary

Value Method	Market
Number of Bldg.	1
Depreciated Bldg. Value	\$66,338
Depreciated XFOB Value	\$5,100
Land Value (Market)	\$11,000
Land Value AG	\$0
Just (Market) Value	\$82,438
Assessed Value (SOH)	\$82,438
Exempt Value	\$0
Taxable Value	\$82,438
Mapsheet	

Owner Information

Owner(s)	BALMICK HAMCHAN
	BALMICK NARINE
Address	8184 ST ALBANS DR
City, State, Zip Code	ORLANDO, FL. 32835

Legal Description

THE WILLOWS SECTION TWO 7/18 LOT 131 4300/129 & 5173/960 (DR96-12280) DR98-1412 (NC) & 99-764W (ML) OR B&P 6341/2466, ON 05-31-02, INST SW

Figure 29 - Sample Landlord Property Record

The property address located in the top right corner of the record is 4800 Willow Run, while the owner's address is 8184 Saint Albans Dr. Simply page through one record at a time quickly glancing at the property address and owner's address.

Another clue is the exempt value of \$0. Homestead and similar exemptions are usually not allowed for rental properties.

Finding these records will be second nature very quickly. You will be surprised at how many landlords there are in your town.

Sometimes I would write down every street that I saw during my drive-bys. I would then go home and do a search on the public records for each house on each street just as I described above.

In one five mile by three mile stretch of neighborhoods I found over 550 landlord properties, which included a few condos, multi-family homes or manufactured homes. But 90% were your basic single-family homes.

It's estimated that someone other than the property owner lives in 40% of all homes. With some persistence, do you think you can find a steady stream of leads with a market this big?

When you find landlord records, you'll record the required information on the Rental Owner [Mail Merge Log](#), a sample of which is located in the forms section of this guide.

[Mail merge](#) is a word processing function that allows you to quickly generate the same letter to many people.

You type the letter once and the computer automatically fills in the name and addresses of everyone on your mail merge list. This is a real timesaver; it allows you to **create hundreds of personalized letters** in a matter of seconds.

If you don't have a computer you will have to **handwrite each letter**, but don't worry it's a short letter. I have sent hand-written letters and computer-generated letters and received about the same results.

Naturally I prefer the computer-generated method. If you are hand writing the letters you will still use the information in the [Mail Merge Log](#).

The [Mail Merge Log](#) is basically a spreadsheet that will contain only enough information to create a letter that's ready to be mailed. Let's look at the information needed for the Mail Merge Log.

Street Number – this is just the number portion of the property address. For instance if the address is 123 Main St, you simply record 123 into this field. This will give you more flexibility when setting up your mail merge.

Street – this is the name of the property's street only. In our example above it's Main St.

Location – this is the area of town or subdivision. For example it might be the “West Side” or “Amber Properties Phase IV”.

Greeting – I use the owner’s first name.

Owner’s address – the owner’s mailing address.

City – the owner’s city.

State – the owner’s state.

Zip – the owner’s zip code.

Notes – feedback you receive from the owner.

1st Mail – the date you mailed the letter to the owner

2nd Mail – the date you sent a follow up mailer.

Once you acquire this information, enter it into a spreadsheet that you have set up with the field names shown above. Mail merge programs vary from software to software and I will let you rely on the instructions or help function of your program.

You will definitely need the information above to be entered into a spreadsheet or database. The letter you want to use must be typed in a word processor.

The software will merge the information from your database into the letter in your word processor, and create a separate letter for each person on your list, thus the term “**mail merge.**”

I use Microsoft Excel for the spreadsheet and Microsoft Word for the word processor. In the figure below is an example of a letter in Microsoft Word set up for mail merge.

Dear «Greeting»,

*I understand you own the home located at
«Number» «Street» in «Location», and that
you're currently renting out the property;
however, I'm wondering if you might be
interested in selling it outright, or leasing it
with an option to purchase at a future date*

*I have excellent references and would be
willing to sign a long-term lease.*

*Please feel free to contact me by phone or e-
mail at your convenience. I look forward to
hearing from you soon.*

Sincerely,

Barry J Grimes
Phone Number
E-mail Address

Figure 30 - Sample Mail Merge Letter

Feel free to use this letter as your own. Again it's simple, to the point, and non-threatening. I used the script font above to add a more personal touch and personally signed each letter. Include your phone number and e-mail address, as some owners will be more comfortable replying through e-mail.

The words in brackets <> are the merge fields and will be replaced by the data from your spreadsheet or database. For instance, in the salutation, <Greeting> will be replaced with the owner's first name.

The other fields are merged, where appropriate in the first paragraph, and just like that you have a stack of letters in a matter of seconds.

I always **hand wrote the address on the envelope** and did not include a return address, as this creates curiosity and the letter will more likely get opened. I used conservative 5"x 8"personal stationary with matching envelopes.

You want to **come across on a personal basis** not like a corporation with fancy letterhead. Put a stamp on your letters and drop them into the mailbox.

When you get a call or e-mail from the landlord, inform him that you work with a group of local investors who specialize in purchasing rental properties for cash with a quick closing.

Tell him you are contacting a few property owners to find out if they might be ready to part with their rental properties. Let the Landlord know you have just a few questions and one of your partners will be in touch to set up an appointment to see the property.

Complete the [Property Analysis Form](#) and you have all of the information your Investor will need. Record a summary of your conversation with the owner in the notes section of the log.

This is important to keep track of which landlords responded, and lets you know if and when you should follow up.

Follow up a couple of times over the next three months. If you don't get a response, wait six months and follow up again.

I got about a **14% response rate**. Many landlords informed me that they did not want to sell, but thanked me for the inquiry. About half of those who responded had a legitimate interest.

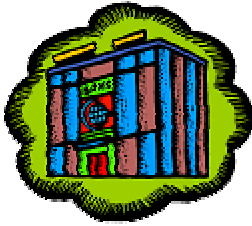
I mailed between 100 and 150 of these mailers a month. If the landlord is interested, then include the leads on your [Master Lead Log](#).

I consider a direct mail campaign to be a [premium lead](#), because you went the extra mile to contact the owner, qualify the lead and incurred postage expense.

In advance you should negotiate a referral fee of at least \$1,000 for these types of leads. Not all Investors will be responsive, but most will jump at an offer which saves them time and offers a higher than normal chance to make a purchase. **A few stamps could earn you a lot of money!**

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REOs



REO stands for **Real Estate Owned**. These are properties that were foreclosed on and are now owned by the bank. In our foreclosure process diagram, level 5 calls for the auctioning off of the property.

In some instances there are insufficient bids at the auction and the bank will retain the property and try to sell it through a Real Estate Agent.

As you can imagine this is not a good position for a lender to be in, since the property is no longer generating revenue, requires up-keep and takes away from the lender's main business, which is lending money. A savvy Investor can often buy REO property at a bargain price.

REOs can be difficult to find, as they are not usually advertised or publicized. Lenders are not proud of REOs, since this means that a loan has gone bad. Real Estate Agents or Brokers are often used to sell the REO properties.

It can be a little tricky finding out who to buy the property from. We will let our Investors track down the selling source; again, your job is to find the lead and let your Investor handle the buying process.

However, this is another excellent chance to learn some valuable information from your Mentor Investor.

I mention REOs because you will come across them while looking for landlords in the public records. If you have an Investor that routinely works REOs, then by all means include them in your Master Lead Log, and learn the buying process from your Investor.

An example of a property record for an REO property is shown in the figure below. The bank's name, address and contact information is listed in the owner section of the record. In this case Irwin Mortgage Corp owns the property.

Parcel Data for 07-22-29-6974-02-093

Show Map	View Previous Year		View Property Taxes		
Parcel Id	07-22-29-6974-02-093	Address	4916 CENTER LN	Property Use Code	0100
City Code	ORG - Uninc Org Cnty	Millage Code	11	Tax Year	2002

Value Summary

Value Method	Market
Number of Bldg.	1
Depreciated Bldg. Value	\$93,644
Depreciated XFOB Value	\$7,980
Land Value (Market)	\$10,000
Land Value AG	\$0

Owner Information

Owner(s)	IRWIN MORTGAGE CORP
Address	11800 EXIT 5 PKWY
City, State, Zip Code	FISHER, IN. 46038

Figure 31 - Sample REO Property Record

You can find REO brokers who might have properties for sale in your area by going to:



<http://www.reonetwork.com>.

Investors also have the same resource and probably won't need your help to find these brokers.

Pay a visit to the website and check out the brokers in your area. Feel free to contact a broker and find out about a property or two. Approach the broker as someone interested in buying a home, and not as a Real Estate Jobber.

Simply get the property address and pass this information along to a couple of your Investors to find out if they are interested. **If an Investor is receptive then you have another source of leads.**

If the Investors are not interested, and you still want to pursue these types of properties, then wait and work REO properties when you are an Investor. You can then buy the property yourself!

It definitely won't hurt to establish a relationship with a REO broker. The relationship may come in handy when you become an Investor. If the broker is unable to sell the property to an owner/occupant he may give you a call as a last resort.

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Classified Advertisements



Classified advertisements are another great source of finding Motivated Sellers and leads. Classified ads can be found in your local Sunday paper, the weekly-classified papers and the many “**For Sale by Owner** (FSBO)” publications that usually come out weekly.

This may seem like an obvious task for the Investors to do themselves; however, **we will add a little twist to get to the really Motivated Sellers.**

Homes For Sale

First you must be able to recognize an ad placed by a possible motivated seller.

You should generally look for ads, which contain the following wording; “**FSBO**”, “**handy man special**”, “**must sell**”, “**owner financing**” and “**lease purchase**” just to name a few.

Again you’ll want to avoid Real Estate Agency ads. Here are a few examples.



Figure 32 - Sample Motivated Sellers Ads

Here's what you do. Let's say you start on Sunday the 1st of the month. Gather all of your classified sources, read through each ad and circle those that appear to be Motivated Sellers.

Now set these publications aside in a place where you will be able to find them. The next Sunday the 8th follow the same process and place the publications from this week underneath your publications from the 1st.



Continue this process each Sunday going forward, and **like a fine wine your ads will increase in value with age.**

Now five weeks later take the publications from the top of your stack, which should now be five weeks old, and begin calling all of your circled ads. This is how you will find out how motivated the sellers really are!

You know their **home has been on the market at least 5 weeks**, and that a truly motivated seller has started to become anxious since the property has not sold. During your call ask if the property is still available. If it's not available thank them and move on to your next ad.

If the property is available, obtain the information needed to complete your [Property Analysis Form](#), transfer this information to your [Master Lead Log](#) and it's ready for your Investor.

Spend as **little time as possible on the phone**, be polite but move through the questions quickly. After your last question thank them for their time and inform them that you will call back if you decide to take a look at the property.

Real Estate Jobbing Volume 2

Homes for Rent

The aging method also works well for rental properties. Save the newspapers as you would above, except in this case you'll have the **"homes for rent"** section of the classifieds.

When you call the landlord, follow the same basic process as you did when talking to the rental owners who responded to your direct mail campaign. You will find motivation with a landlord whose property has been vacant for a while.

I also consider the aged-classified method of finding leads a premium source, which should generate a higher referral fee for you. You can easily follow up on 200 of these leads each month, that's only 50 per week.

Real Estate Jobbing Volume 2

Miscellaneous Lead Sources

The lead types in this section are all fairly similar and you will **follow the same process for each**. The information is again available through the public records at the Clerk of Courts.

1. Ask for a list or where the records are located.
2. Get the owner's name and property address information.
3. Look up the detailed property information in the Property Appraiser and Property Tax public records.
4. Record the information on your Master Lead Log.
5. Pass the leads on to the appropriate Investor.

Let's take a look at a few other types of leads.

Evictions – it's obvious that landlords who have just gone through the laborious and expensive process of evicting a tenant will be open to the possibility of selling the property. An eviction is a legal process and usually brought about through a civil law suit.

Tax Liens – again this a sign that an owner may be having financial difficulties and needs your help. You'll want to concentrate on property tax liens and federal tax liens.

In your research you may run across all types of liens including, but not limited to, mechanics, builders and contractors. These are typically small in amount and alone are not sufficient motivation for an owner to sell

below market value. Sales tax liens are usually for commercial properties.

Probate Cases – Probate court handles properties when the owner is deceased. The property does not automatically transfer to the heirs, as there may be debts that have to be satisfied.

A court appointed administrator (unless an executor is named in the will) handles the probate. You should be able to get the administrator or executor information from the public records and your Investor can contact the appropriate person. The heirs may need the sale proceeds to pay legal or other funeral-related expenses.

Many heirs simply do not have the knowledge or inclination to deal with the property and would be happy for a quick, cash sale. While the number of cases may be low in comparison to some of our other methods, some estate heirs are Motivated Sellers and definitely worth your time.

Be sure to research how each of these situations are handled in your state. A visit to the county courthouse should allow you to get all of the information you need. They may even have some free publications and brochures available.

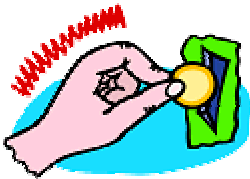
You can become an expert in any of the areas mentioned above. Spend a little time at the courthouse, and learn, learn, learn. This knowledge will pay off big time throughout your investing career.

In Volume 3 we will take a more detailed look at how you can research these miscellaneous sources

PAID MARKETING FOR MOTIVATED SELLERS

What Do You Mean By Paid Marketing?

Relax, these are not sources you will use right away but...



...as your experience grows you may want to **increase your lead generating possibilities** by including some **paid marketing** sources. These sources may save you time and **result in more referral fees**.

If a paid source is able to tap into hidden leads in your market, then a paid source may be the answer you're looking for. You will have to **weigh the cost** against the benefit that you will realize.

There are **several questions you will have to consider** before committing to any paid marketing services.

- ▶ Will this service save me time?
- ▶ Will this service enable me to generate more leads than I can on my own?
- ▶ Can I even find these types of leads on my own?
- ▶ Will these leads ultimately yield a profit?

As you become more experienced you will have a very good idea of what types of leads are the most successful, both in terms of referral fees and the time it takes to generate the leads.

You may be **missing out on some opportunities** because the information is difficult to get, or you simply don't have the time to pursue them.

When you move to the next level of investing you will definitely utilize the paid sources more often. At the next level you will have **to devote most of your time to buying and selling properties.**

Let's take a look at some of the paid sources that are available.

Real Estate Jobbing Volume 2

Foreclosure Listings

There are many services that will provide a listing of the foreclosures in your area. Some of your Investors may already subscribe to one or more of these services.

You will have to find out which Investors do not subscribe to a service and **concentrate on them**. You also have to make sure the Investor will act on the foreclosure leads that you provide.

If you have four or five Investors that fit the bill then you can act as their foreclosure listing service. Offer to **provide them with a daily or weekly listing of foreclosures**, for a fee of course.

Again many Investors do not have time to search the Internet for foreclosure listings, and you will be providing them a valuable service. You can charge them a set fee each month, or charge a higher referral fee or work out a combination plan.

Remember, **there are no hard rules so be creative**. Your decision should be based on how many Investors are interested and the monthly cost of the source.

You can get a listing of foreclosures off of the Internet. Look up any missing information and either print out a report or send an electronic file to your Investors.

Let's take a look at some of the leading companies offering this service.

Real Estate Jobbing Volume 2



RealtyTrac offers a great pre-foreclosure listing service for \$24.95 per month. There is also a free 7-day trial available.

Data is available for the entire USA. RealtyTrac offers listings for notices of default, notice of trustee sales and REO properties. The listings are updated daily. The data contained in the listings come directly from county records.

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Let's take a visit to the RealtyTrac website and see what they have to offer.

<http://www.realtytrac.com>

The home page is pictured below.

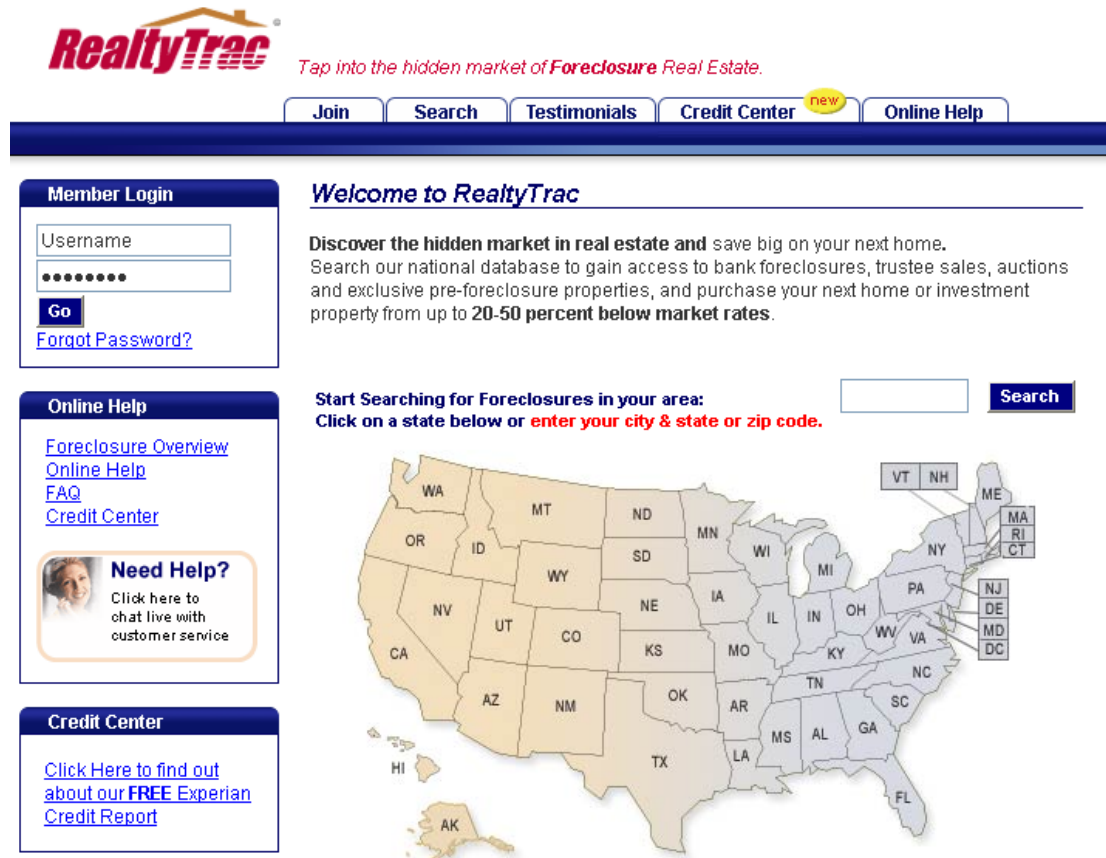


Figure 33 - RealtyTrac Website

You can run unlimited searches and the listings can be accessed 24 hours per day if you are a member. You can search by state/county, zip code or property address. There are also a variety of filtering options including price range, bedrooms, bathrooms or the date of recording by the Clerk of Courts.

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You simply select the state you want and choose your search criteria and you get a report of all properties that are available.

Displaying 1 - 10 of 315 records found in *Alachua County*.

10 records per page. Sorted by: *Recording Date*

Tags	Entered On	Prop ID	Status	Type	City, State	Address	Price	Beds	Baths	Map
☐	2/27/2003	2026792	REO	RSFR	Gainesville, FL	REGISTER NOW!	\$63,000.00	3	2	Map
☐	2/27/2003	2028274	REO	RSFR	Gainesville, FL	REGISTER NOW!	\$40,000.00	2	1	Map
☐	2/26/2003	2024014	REO	RSFR	Gainesville, FL	REGISTER NOW!	\$40,000.00	2	1	Map
☐	2/26/2003	2022297	REO	RSFR	Gainesville, FL	REGISTER NOW!	\$63,000.00	3	2	Map
☐	2/25/2003	2016417	REO	RSFR	Gainesville, FL	REGISTER NOW!	\$0.00	2	1	Map
☐	2/25/2003	2015702	REO	RSFR	Gainesville, FL	REGISTER NOW!	\$0.00	3	2	Map
☐	2/24/2003	2008187	REO	RSFR	Gainesville, FL	REGISTER NOW!	\$0.00	3	2	Map
☐	2/24/2003	2008246	REO	RSFR	Gainesville, FL	REGISTER NOW!	\$0.00	2	1	Map
☐	2/23/2003	2003316	REO	RSFR	Gainesville, FL	REGISTER NOW!	\$0.00	2	1	Map
☐	2/23/2003	2003007	REO	RSFR	Gainesville, FL	REGISTER NOW!	\$0.00	3	2	Map

Result Pages: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [\[NEXT>>\]](#)

Click on the "Property ID" and you'll get the details for the property.

Property Detail (Property ID: 1319305)				Add to Preferred Listings	
County:	Palm Beach	Parcel Number:	08434516010220500		
Address:	2350 NW 2 ST	Book/Block:	1017		
	BOYNTON BEACH, FL 33435	Page/Lot:	0		
		Doc #:	1319305		
		Trustee/Reference #:	02007405AW		
Get Map!					
Type:	Commercial	Default Amt:	\$0.00	Sale Date:	TBD
Status:	LIS	Last Payment:	12/1/2001	Sale Time:	
Recorded:	6/26/2002	Balance:	\$22,213.00	Opening Bid:	\$0.00
Entered On:	6/26/2002	Loan Date:	12/1/2001	Beds	2 Baths 1
Referee:					
Trustee:	R WOLFE	Lender			
Address:	9369 Warm Waters	Address:			
	Las Vegas, NV 89129				
Phone:	8132514766	Phone:			
Click Here for more information on this property.					

The details will include all of the data available from the County Appraiser's records, which of course varies from County to County. In some situations even the foreclosure sale date and opening bid amounts are included. Another great feature is the ability to download the data into a spreadsheet or database.

You will need to get the comparable sales information in the area to estimate the FMV and find the seller's phone number if available. You should have everything else needed to record the lead.

It's actually a fairly inexpensive service and one successful lead from this site will pay the monthly fee for nearly 2 years.



<http://www.realtytrac.com>

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ForeclosureNet.net
America's Most Trusted Foreclosure Source™

Foreclosurenet.net also offers a listing service where you can get pre-foreclosure and government repossession information. The cost is \$19.95 per month, **but you can try the service free for 7 days.** They have over 35,000 foreclosure listings across all 50 states.

The website address is <http://www.foreclosurenet.net/>, and the home page is shown below.



Figure 34 - Foreclosure Net Website

You can click on a State and then search by County. The listing results for Georgia are shown below.

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ForeclosureNet.net
America's Most Trusted Foreclosure Source™

Search Results

Member Login Search Listings Free Trial Database Help Site Help

Georgia - Fulton County

1-50 of 185 Total Listings

State Search County Search Next >

State	County	City	Property Type	Bed/Bath	Price	Details
GA	Fulton	ALPHARETTA	RESID. UNIT		\$329,900	Details
GA	Fulton	Alpharetta	RESID. UNIT	0/0	\$173,400	Details
GA	Fulton	ALPHARETTA	RESID. UNIT		\$267,750	Details
GA	Fulton	ALPHARETTA	RESID. UNIT		\$449,900	Details
GA	Fulton	Alpharetta	RESID. UNIT	5/4	\$625,000	Details
GA	Fulton	ALPHARETTA	House	0/0	\$379,900	Details
GA	Fulton	Alpharetta	HOUSE	4/4	\$489,000	Details
GA	Fulton	Alpharetta	HOUSE		\$394,900	Details
GA	Fulton	Atlanta	RESID. UNIT		\$95,900	Details
GA	Fulton	Atlanta	CONDO	2/2	\$139,900	Details
GA	Fulton	Atlanta	CONDO	1/1	\$87,500	Details
GA	Fulton	Atlanta	HOUSE		\$49,500	Details
GA	Fulton	ATLANTA	CONDO		\$104,900	Details
GA	Fulton	ATLANTA	Condo	0/0	\$119,900	Details
GA	Fulton	ATLANTA	House	0/0	\$259,900	Details
GA	Fulton	ATLANTA	Condo	0/0	\$109,900	Details
GA	Fulton	ATLANTA	HOUSE	0/0	\$74,900	Details
GA	Fulton	ATLANTA	HOUSE	0/0	\$389,500	Details
GA	Fulton	ATLANTA	HOUSE	0/0	\$260,000	Details
GA	Fulton	Atlanta	RESID. UNIT	0/0	\$349,900	Details
GA	Fulton	ATLANTA	HOUSE		\$36,900	Details
GA	Fulton	ATLANTA	CONDO		\$89,900	Details
GA	Fulton	ATLANTA	House	0/0	\$85,500	Details
GA	Fulton	ATLANTA	HOUSE	2/2	\$169,900	Details
GA	Fulton	ATLANTA	CONDO	1/1	\$69,900	Details
GA	Fulton	ATLANTA	Condo	0/0	\$164,900	Details
GA	Fulton	ATLANTA	RESID. UNIT	0/0	\$294,900	Details
GA	Fulton	ATLANTA	RESID. UNIT	0/0	\$52,900	Details
GA	Fulton	ATLANTA	House		\$199,900	Details
GA	Fulton	ATLANTA	House		\$319,900	Details
GA	Fulton	Atlanta	CONDO	1/1	\$0	Details
GA	Fulton	Atlanta	HOUSE	3/1	\$54,900	Details
GA	Fulton	Atlanta	HOUSE	5/4	\$569,900	Details
GA	Fulton	ATLANTA	HOUSE	0/0	\$54,900	Details
GA	Fulton	ATLANTA	Resid. Unit		\$174,900	Details
GA	Fulton	ATLANTA	Resid. Unit		\$133,900	Details
GA	Fulton	ATLANTA	Resid. Unit		\$69,900	Details
GA	Fulton	ATLANTA	Resid. Unit		\$109,900	Details
GA	Fulton	ATLANTA	Resid. Unit	2/2	\$86,900	Details
GA	Fulton	ATLANTA	Resid. Unit		\$149,900	Details

To get the detailed property information simply click on the “Details” button.

Of course, the actual record will include the address and other pertinent information. The free 7-day trial is a great way to see if foreclosurenet.net will be a viable source of leads for you.

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Reozone.com is another great source of foreclosure information, particularly for REO properties.

A 3-day trial membership is \$9.95, monthly it's \$29.95 or you can pay \$69.95 quarterly. Reozone.com updates the listings twice daily. Let's pay a visit to the website.

<http://www.reozone.com>



Figure 35 - REO Zone Website

You can again search by State and County. The results for Honolulu, Hawaii are shown below.

Property	Description	BD/BA
AIEA, HI 96701 ID#: 676966543	List Price: \$199,900 Owner: Freddie-Mac	3/2.00
Honolulu, HI 96819 ID#: 66H-8394	List Price: \$420,000 Owner: BBH	-- / --
HONOLULU, HI 96822 ID#: 618047476	List Price: \$102,500 Owner: Freddie-Mac	2/1.00
HONOLULU, HI 96822 ID#: 674871588	List Price: \$149,900 Owner: Freddie-Mac	1/1.00
WAIANAE, HI 96792 ID#: 067269869	List Price: \$184,900 Owner: Freddie-Mac	3/2.00

Figure 36 - REO Zone Search Results

The details are obtained by clicking on the “**Get Address**” button.

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Foreclosurefreesearch.com listings are available for **\$5.95 per week**, after a 7-day free trial. The listings are updated daily and include information from the tax rolls.

The foreclosure data is obtained from **hundreds of lending sources** that have foreclosed on properties. Go to <http://www.foreclosurefreesearch.com/>.

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Figure 37 - Foreclosure Free Search Website

You can again search by State and then by County. In the next figure you will find the listings for St. Louis Missouri.

	CITY	ADDRESS	ZIP	BOBA	PRICE
✓ DETAILS	Saint Louis	Michigan Avenue	63118	/2	
✓ DETAILS	Saint Louis	N 20th	63107	3/2	\$1,183
✓ DETAILS	Saint Louis	E Prairie	63107		\$5,500
✓ DETAILS	Saint Louis	Edna Street	63147	2/1	\$7,000
✓ DETAILS	Saint Louis	Council Grove Avenue	63120	1/1	\$9,200
✓ DETAILS	Saint Louis	Martin Luther K	63130-1726	0/0	\$9,900
✓ DETAILS	Saint Louis	Margaret	63120	2/1	\$9,900
✓ DETAILS	Saint Louis	Bayard Avenue	63108	2/2	\$9,900
✓ DETAILS	Saint Louis	Wren	63120	/1	\$10,000
✓ DETAILS	Saint Louis	Cottage Ave.	63113	1/1	\$10,500
✓ DETAILS	Saint Louis	Louisiana Avenue	63119	1/1	\$10,500
✓ DETAILS	Saint Louis	Beacon Avenue	63120	/1	\$10,900
✓ DETAILS	Saint Louis	Lowell Street	63147	2/1	\$12,000
✓ DETAILS	Saint Louis	Roosevelt Place	63120	2/1	\$12,000
✓ DETAILS	Saint Louis	Maffitt Ave	63113	/2	\$13,500
✓ DETAILS	Saint Louis	St Paul	63120	2/1	\$14,900
✓ DETAILS	Saint Louis	Council Grove	63121	2/1	\$16,900
✓ DETAILS	Saint Louis	N 20th St	63107	2/2	\$19,200
✓ DETAILS	Saint Louis	S Boyle	63115	2/2	\$19,900
✓ DETAILS	Saint Louis	Nebraska	63118	4/2	\$19,900
✓ DETAILS	Saint Louis	Chippewa St	63118-3719	0/2	\$19,950
✓ DETAILS	Saint Louis	Minnesota Ave	63110	0/2	\$19,950
✓ DETAILS	Saint Louis	Fassen Street	63111	2/2	\$20,000
✓ DETAILS	Saint Louis	Plover Ave.	63120	3/1	\$27,500
✓ DETAILS	Saint Louis	Hamilton Ave.	63112	2/2	\$28,000
✓ DETAILS	Saint Louis	Arlington Ave.	63120	2/1	\$30,000
✓ DETAILS	Saint Louis	N Newstead Ave	63115-2734	0/0	\$30,990
✓ DETAILS	Saint Louis	Compton Avenue	63118	/1	\$31,500
✓ DETAILS	Saint Louis	Case Avenue	63107	/2	\$34,500

Figure 38 - FFS Search Results

A sample detail page is shown in the figure below.

Find
GREAT DEALS
on Foreclosure Properties!

7 DAY FREE TRIAL
Try It Out, Now!

☒ Make profits buying & selling foreclosures
☒ Save money on your next home
☒ Deal directly with the sellers

Enormous Database • Buy Below Value • Deal Direct • Cash Out • Instant Equity

DETAIL PROPERTY LISTING
Details are available to members only. Click on [FREE TRIAL](#) to find out more about this property and receive a 7-Day Free membership.
Click here for your [FREE TRIAL](#).

Photograph



Search Again

School Information

Real Estate Assistance

FAQs/Help

Detailed Map

Email this property to a friend

Try a Free Trial, TODAY!

Member Login

Property Information

Map: [DETAILED MAP WITH FREE TRIAL](#)
Address: [COMPLETE ADDRESS WITH FREE TRIAL](#)
Michigan Avenue
City, State, Zip Code: **Saint Louis, MO 63118** List Price:
County: [SAINT LOUIS CITY](#) Beds/Baths: /2
Size: Land/Building: **Bldg**
Residential/Commercial: **Resid** Property Type: **DUP**
Comments:

Tax Roll Information

Bedrooms: Last Sold For:
Baths: **2** Record Date: **Jul 17, 2002**
Gross Bldg Area: Prior Sale Price:
Total Land Area: Prior Sale Date:
Land Use: **SFR** Assessed Value: [GET THE TRUE ASSESSED VALUE](#)
Pool: Assessed Year: [FREE TRIAL](#)
FirePlaces: Total Taxes:
Air Conditioner: **WINDOW** Year Built: **10**
Legal Description: [FREE TRIAL](#)

Seller / Listing Information

Seller / Company: [DIRECT CONTACT INFORMATION OF THE SELLER WITH FREE TRIAL](#)
Seller Contact: Listing Agent: [FREE TRIAL](#)
Seller Phone: [FREE TRIAL](#) Listing Agent Phone: [FREE TRIAL](#)

Figure 39 - FFS Sample Detail Report

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These services may be just what you need. It's completely dependent on your market. **If the market is already saturated with foreclosures services, then it's probably not a good fit.** Find out if the Investors are happy with the current services being provided. If they are not satisfied find out why, and build a service that meets their needs.

If there are a lot of Investors not getting this information, then it could actually be a **lucrative side business** for you. After you've

worked with Investors for a couple of months you will get a good feel if these services are worth the money.

One thing is for sure; you can't go wrong with the free trials. Don't forget to cancel your membership (if the service is not what you need or expected) before your free trial is up.

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Government Bankruptcy Notices



Administrative Office of the U.S. Courts
PACER Service Center

There is a paid source to get **information on bankruptcy notices**. PACER or **P**ublic **A**ccess to **C**ourt **E**lectronic **R**ecords is an electronic public access service that allows users to obtain case and docket information from Federal Appellate, District and **Bankruptcy** Courts, and from the U.S. Party/Case Index.

It's actually a very good method of getting information on people who have filed for bankruptcy. As of this writing this service is available on-line at a charge of **\$.07 for each page**.

You have to **obtain a logon ID and password** to use the site. Once you complete the application your ID and password will be mailed to you. It usually takes about 7 days (snail mail).

To complete the application on-line and request your ID and password go to the website address shown below.

<https://pacer.psc.uscourts.gov/regform.html>

The site has listings of all of the **federal bankruptcy** courts in the United States. Once you have your ID and password you can access the records of any of the courts. There are very detailed instructions available to help you navigate the site.

One way to use the site is to find the listing of new cases in the federal court of your area of the site. Let's go through a sample and see how to put this site to use. The website is located at

<http://pacer.psc.uscourts.gov/>

The home page is shown below.

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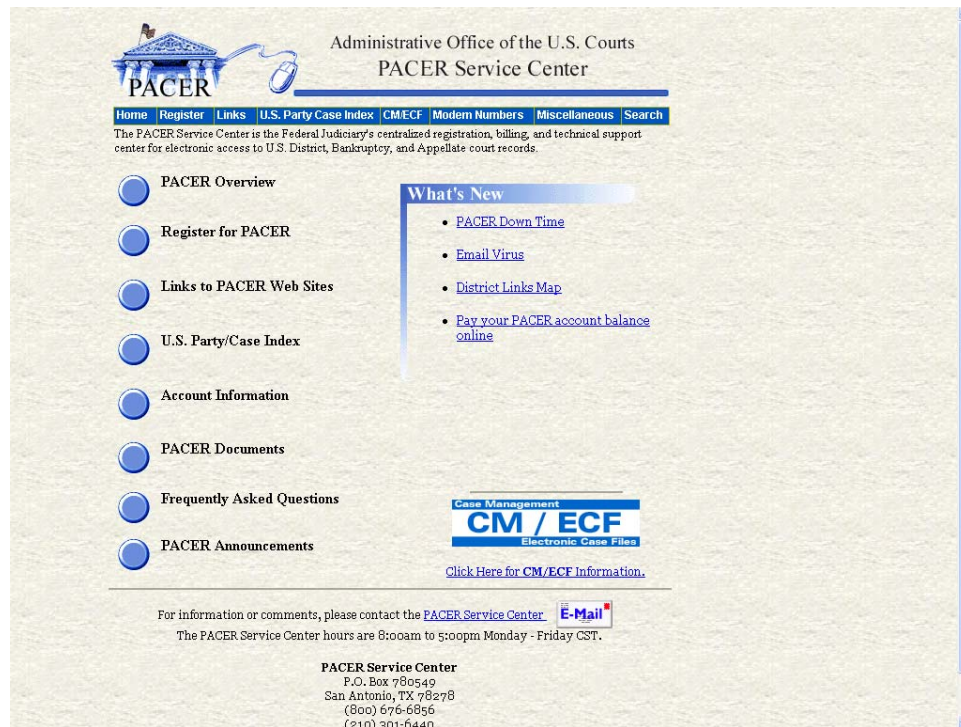


Figure 40 - PACER Website

On the home page click the **“Links to PACER Websites”** button.

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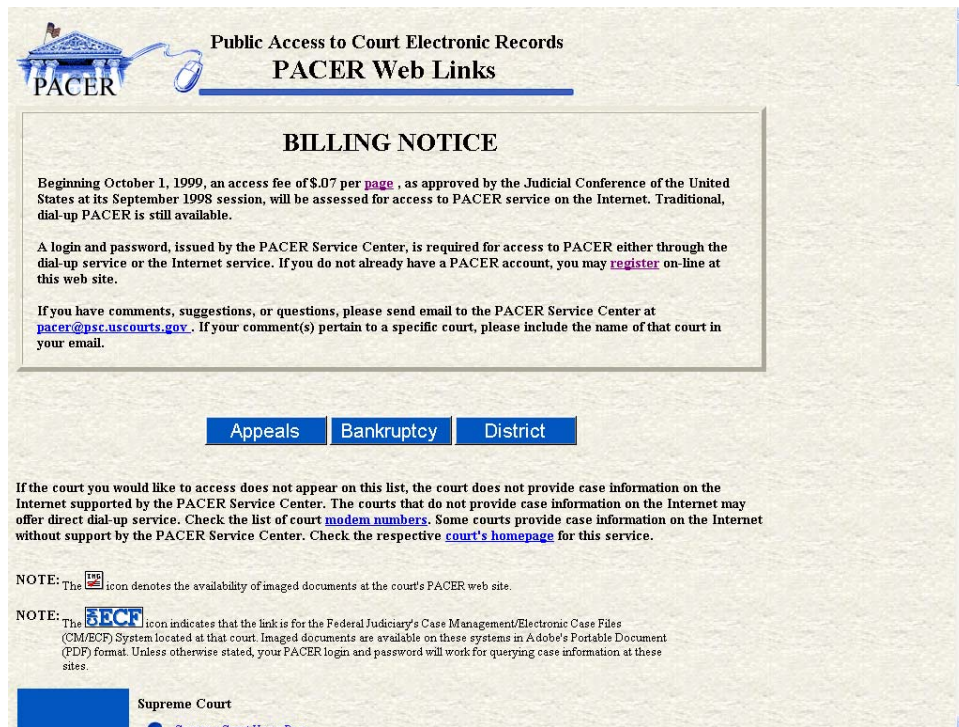


Figure 41 - PACER Services Screen

You will of course choose the “**Bankruptcy**” button to display all of the federal bankruptcy courts, as shown below.



Figure 42 - PACER Court Listings

You would then scroll down the list and find the bankruptcy court nearest your area. After selecting your Bankruptcy court you will be asked to log into the PACER system. You will then arrive at the main case information screen, which is shown in the next figure.

Report Options:

- Case
- Information
- New Cases
- Report
- Creditor
- Mailing
- Matrix

Other Options:

- Review
- Billing
- History
- Local Options
- New Login

Client code:

Case Information

Including Docket Report and Registry of Claims
PACER Training Court

Case Number:

For example, use 00-11111 for a case number search or jones for a name search

Last: First:

Middle: SSN:

Type: Tax ID:

Need help? Try the [PACER User's Guide](#)
[Pacer Service Center](#)

Figure 43 - PACER Case Information Screen

As you can see there are a few report options to choose from. We'll run the "New Cases" Report. This will give us a listing of all new cases filed in whatever time frame we select. The figure below shows the results.

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U.S. Bankruptcy Court - PACER Listing of New Cases				
Date Range: 01/30/1975-01/31/2003				
Case Number	Party Name	SSN/Tax ID	Date Filed	Ch
50-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7
51-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7
52-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7
53-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7
54-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7
55-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7
56-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7
57-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7
58-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7
59-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7
60-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7
61-50006	Public, John Q. 123 Somewhere St. San Antonio, TX 78201	000-00-0000	01/01/94	7

Figure 44 - PACER New Cases

Everything we need to find the actual case docket is included in this report. We can then go back to the case information screen and get the detail information needed for our Investors.

Let's input the first case number for John Q Public. The results are shown on the next couple of pages.

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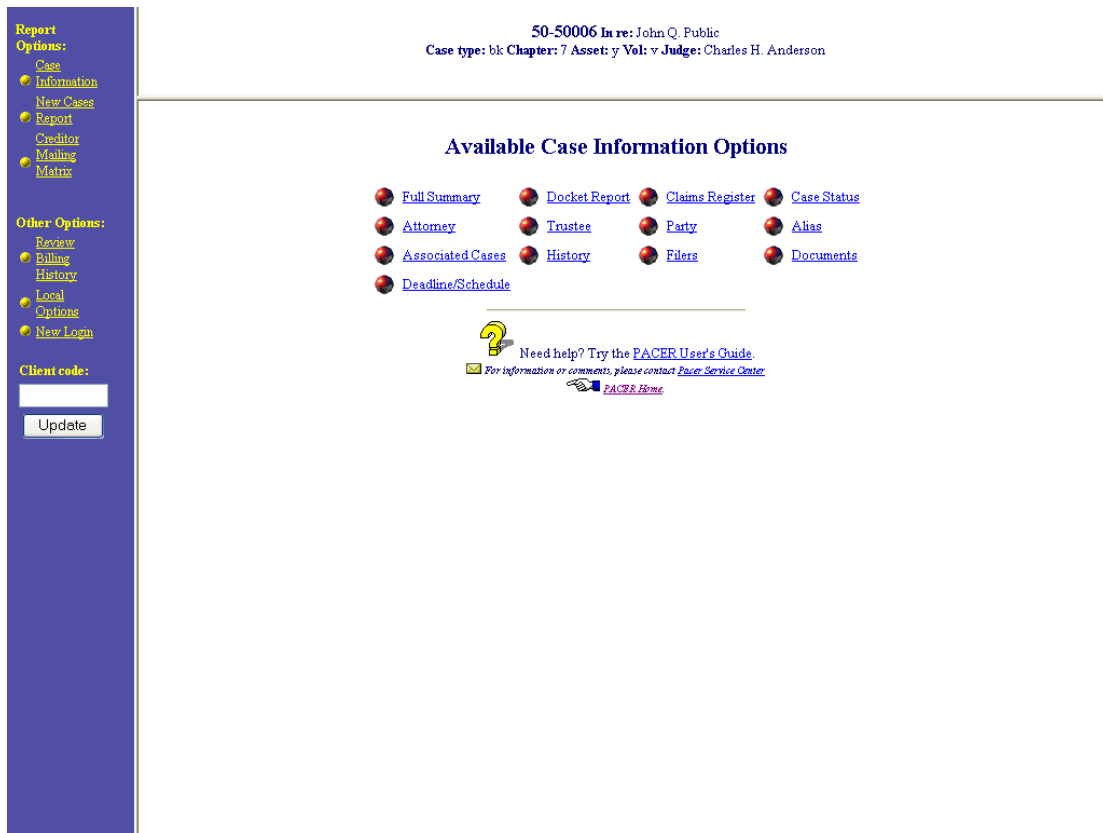


Figure 45 - John Q Public's Case Information

There are several options for the case. Let's choose the "Docket Report" option. This will give us the information we are looking for. Let's find out how to get in touch with Mr. Public. By clicking on the docket report we get the following information.

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U.S. Bankruptcy Court

Technology Training and Support Center (Beaumont)

- *Bankruptcy Petition #:* 50-50006 *Date filed:* 1/1/94
- *Assigned to:* Charles H. Anderson
- Chapter 7, voluntary, asset

* Parties *	* Attorneys *
JOHN Q. PUBLIC aka Private Jack Public 123 Somewhere St. San Antonio, TX 78201 SSN: 000-00-0000 * Debtor *	James A. North 200 S. San Pedro San Antonio, TX 78219 210-222-2222
HENRY GRANT 111 East 32nd San Antonio, TX * Trustee *	

Docket Proceedings

Date	Doc. No.	Docket Entry
1/1/94	1	<i>Voluntary Petition missing documents: Statement of Financial Affairs Due on 1/16/94 ;Proof of Claim (gov) Deadline: 6/30/94 (Filing Fee \$ 175.00 Receipt # 12345) (bcap) [EOD 07/29/96]</i>
1/2/94	..	<i>First Meeting of Creditors Scheduled For 10:00 2/7/94 At San Antonio Room #333 Last Day To Oppose Discharge: 4/8/94 ; Last Day to File Proofs Of Claim: 5/8/94 (bcap) [EOD 07/29/96]</i>
3/4/94	2	<i>Order To Deposit Funds (\$ 1,000.00) Into Court Registry. (bcap) [EOD 07/29/96]</i>
4/4/94	3	<i>Motion By Creditor San Antonio Contruction Company To Extend Time To File Proof of Claim. (bcap) [EOD 07/29/96]</i>
5/5/94	4	<i>Order Granting [3-1] Motion To Extend Time To File Proof of Claim by San Antonio Contruction Company until 5/11/94. (bcap) [EOD 07/29/96]</i>
6/6/94	5	<i>Motion By Debtor John Q. Public To Sell Mini-Motor Home. (bcap) [EOD 07/29/96]</i>

Figure 46 - Sample Case Docket

Now we know where John Q Public lives, and you can do your research through the County public records. All of the parties are included, as well as Mr. Public's Attorney.

You can forward the information to your Investor or take it a step further. Contact the attorney, like you learned in the Bankruptcy section earlier in the Guide.

This is only one way to find property owners who have filed bankruptcy. The site offers several reporting and data options. Be

sure to experiment with them all, and find out what works best for you.

The PACER site can provide an excellent source of leads that not many people know about. However, there are fees involved.

Again, you will have to make a determination on whether this service will be profitable in your market.

For more information on PACER visit their FAQ site below.

<http://pacer.psc.uscourts.gov/faq.html>

Real Estate Jobbing Volume 2

Warnock's By Owner



This is a great service for finding information on all of the FSBO properties in your area. It's basically, "The MLS of For Sale By Owner's".

Remember how we aged the classified ads earlier to find the motivated sellers? Well this service is a complete database of FSBO properties. You no longer have to save all of the old newspapers. You can now run a search anytime you want and go back to listings

that are 6 months old. What a **major time saver** this has proven to be for me!

Let's pay a visit the Warnock website.

Member Login

Username:
Password:
LOGIN

WARNOCK'S
BY OWNER

16,353 NEW "By Owners" last month! **163,737** total listings in database!

Daily FSBO Leads

[Home](#)
[What We Do](#)
[Areas Covered](#)
[Newsletters](#)
[Conference Calls](#)
[FAQ's](#)
[Sign Up](#)
[Contact Us](#)

[Do Not Call Registry](#)

The MLS of "For Sale By Owner's"

We Cover Your City!
Washington DC- Approximately 100 new listings found

Warnock's By Owner, A Finalist for the 2003 Ernst & Young Entrepreneur of the Year Award

Welcome to Warnock's

Warnock's is the only company in the world with the infrastructure in place capable of tracking every "For Sale By Owner" in every major marketplace in North America.

- o Every New "By Owner"
- o Every Day
- o Names, Phone Numbers and Addresses Included
- o No Long Term Contract
- o Only \$39 per Month

Testimonials

Extremely valuable... it's a "must have"
David Norberg (since 1991)

Awesomely Effective.
Dianna Lebrecht (Since 1998)

We've listed several homes using Warnock's.
Joan Pate (since 1994)

[More ...](#)

[FSBO Database Tutorial](#)

The costs are \$39 for month-to-month membership, \$33 per month for a six-month membership (paid in advance), and \$29 per month (paid in advance) for six month or longer memberships.

Your membership includes four excellent services.

Daily News Leads – each morning before 8:00 am list of just the new FSBO properties in your marketplace is e-mailed or faxed to you. The report includes names, addresses, zip codes, prices and descriptions for each property.

This is a great way to stay informed about what the asking prices are in your area. A sample daily lead e-mail is shown below.

Information for Barry Grimes
Delivered on 01/24/2004
>From Warnock's By Owner: PO Box 846, Bountiful, UT 84011,
801-298-4373;888-678-0905

Daily Thought: If you're not failing now and again, it's a sign you're
playing it safe. -- Woody Allen

(1 of 69)
FL: Orlando (All) Source: FL Internet C-3
First Advertised: 01/24/2004
*407-240-8826 *Do Not Call Registry
Eduardo Prado
586 Bohannon Blvd, Orlando, FL 32824
HOME in ORLANDO - SOUTHCHASE \$145,000
Bd: 3 Ba: 2/// Style: Ga: 2
Sq Ft: 1380 Year Built: Lot Size:
NEW INT PAINT, FORMAL LIV/DIN, CALL TO VIEW,

(2 of 69)
FL: Orlando (All) Source: FL Internet C-3
First Advertised: 01/24/2004
407-249-5832 407-435-4195
HOME in ORLANDO - BRIAR BAY \$148,995
Bd: 4 Ba: 2/// Style: Ga: 2
Sq Ft: 1346 Year Built: 1998 Lot Size:

Figure 47 - Daily FSBO Report

Website and Online database – Every property that has been advertised for sale by owner in the past six months is included in this searchable database. You can search by size, area, price range, zip code, etc.

The search screen is shown below.

Database Query

Enter the start date and/or end date. Use the <ctrl> key and the <shift> key to select areas of interest (all areas are selected by default). All other fields are optional.

Start Date: 10/01/03

End Date: 12/31/03

Area(s): FL:Orlando:All

Optional Search Criteria

Source(s): Orl Newspapers A

Keyword (Notes):

Year Built:

Type:

Low Price: \$

High Price: \$

Minimum # Beds:

Minimum # Baths:

Minimum # Sq Ft:

Seller Name:

Phone:

Address:

City:

Zip Code:

A sample of the results is included below.

```
1 of 849, FL:Orlando:All
First Advertised 11/1/03, Orl Newspapers A
407-973-7472
HOME in      $0
Bd: 3  Ba: 2  Style:    Ga: 2  Built: 0  Lot:

2 of 849, FL:Orlando:All
First Advertised 11/17/03, Orl Newspapers A
407-923-9363
CONDO in `ALTAMONTE/OAK HARBOR      $165,000
Bd: 3  Ba: 2  Style: TOWNHOUSE  Ga: 0  Built: 0  Lot:
BNS RM

3 of 849, FL:Orlando:All
First Advertised 10/6/03, Orl Newspapers A
407-797-4915
HOME in AIRPORT AREA      $122,000
Bd: 3  Ba: 2  Style:    Ga: 1  Built: 0  Lot:
TILE, CARPET, CALL FOR APPT
```

Monthly Conference Calls – there is a free training conference call each month. Call participants include top real estate agents, coaches, trainers and investors just to name a few. There are a variety of topics covered, which can be very educational and beneficial.

Monthly Newsletters – the newsletter includes scripts, new ideas, creative suggestions and different approaches. Some past articles include; “how to make millions by using Warnock’s By Owner and Expires program”, “the truth about the do not call list” and “becoming more persuasive”. These are all great articles.

This service is a great way to expand your direct mail program to include FSBO. It's too time consuming to direct mail to FSBO from the newspapers.

This service has been around for 13 years and I highly recommend it. You can check it out at the link below. When you are ready to sign up be sure to mention that you heard about the site from me!

<http://www.wbyowner.com>

Real Estate Jobbing Volume 2

Postcards



Preprinted postcards are another source of direct mail marketing. Postcards can be used in general mailing campaigns or to targeted groups. Some Investors already use postcards to advertise their services, because it's an inexpensive method to reach a lot of potential Motivated Sellers.

Post card postage costs are **less expensive than a normal first class letter**. Also there is no envelope needed. Realtors® use postcards to announce homes for sale in a particular area, and as a general advertising tool.

You will want to use a full color post card with an eye-catching design. The postcard pictured below meets that criteria and begs to be turned over so the back can be read.



The back contains a generic message that reaches out to all possible Motivated Sellers. Even if the person who receives the mailing is not a motivated seller, they may have friends or family who are.

Remember the lessons from Volume 1? **Millions of Americans are losing their jobs and will not be able to keep their homes.** Almost everyone knows someone that can use the help of an Investor.

The postcards can be used to further qualify some of the leads you've gathered. For instance, you will probably collect hundreds of drive-by leads each month.

You can send postcards to these sellers, before submitting the leads to your Investors. Some of the Internet leads are also good candidates to receive postcards.

You can do the same with **any property that might be a borderline motivated seller.** This will further qualify your leads for Investors and increase your referral fee success rate.

Postcards are also an excellent way to follow up on your landlord direct mail campaign.

You can also do a general mailing, based on a **rented mailing list**. Mailing lists can target troubled homeowners based on high credit card debt, loan rejections, tax liens, divorces and almost anything else you can think of.

It's an excellent opportunity to find people on the verge of being Motivated Sellers. Receiving a postcard at the right time may be the answer to their problems, and you'll be the first to know.

Timing is everything and the more lead sources you are using, the better the chance of catching someone at the right time.

It's like planting a garden; **every seed you plant won't bear fruit...**



... but the more you plant the more you will harvest.

Most mailing lists come in the form of pressure sensitive labels. Simply peel the label, stick it on the postcard, add a stamp and mail it.

The 2004 Real Estate Jobber Course - Volume 2

The cost of the lists varies widely; check out the links below, most have a simple e-mail form to get a price quote.

Click on the links below to visit the websites that have mailing lists available for rent.



<http://list.infousa.com>

CREDIT-REPAIR-LEADS.com

<http://www.credit-repair-leads.com>



<http://www.prospectsinfluential.com/>



<http://mip1.usadata.com>

When you start to receive calls from your postcard campaign you will handle them just as you did for the rental owners. Complete the

property Analysis form, and pass the good leads on to your Investor.

This is of course a premium lead and should yield at least \$1,000 for the successful leads. Again, beware of the expenses involved; make sure you budget printing costs, mailing list costs, postage and your time to prepare the postcards.

Your first mailing should be **at least 1,000 pieces**, which may have total expenses of about \$500. However, with a highly targeted mailing list you can get a 1% success rate, which will generate 10 successful leads or about **\$10,000!**

Currently domestic postage for regular-sized postcards (6 inches long by 4.25 inches high) is 23 cents. Some quick math shows postage cost for 1,000 pieces would be \$230.

Postcards can be purchased online at some very reasonable rates. For instance you can get 1,000 professional color, customized glossy postcards for a about \$100 or 10 cents a postcard.

If you really got ambitious and ordered 10,000 postcards, the cost would be reduced to 4 cents each. You can do a lot of follow-up work and put out a lot of feelers at this rate.

Click the link below and then click the postcard banner to get information on my postcard partner.

<http://www.realestatejobber.com>

You can also make your own postcards very inexpensively. If you want to mount an ongoing, weekly postcard campaign, instead of a bulk 1,000 piece mail campaign, this might be a good option for you. I will cover “homemade” postcards in volume 5.

■ Real Estate Jobbing Volume 2

"Bandit" Signs



We discussed bandit signs as a method of finding Investors, but it's also a great way to find Motivated Sellers. These signs can be useful if you find an area that is not already saturated with signs from Investors. The obvious areas may already have an abundance of signs.

Use your creativity and find new areas to advertise in. For instance, you may hear of a downsizing or layoff at a company, place signs in the area of the office.



Place signs around other large business areas; trust me there is always someone being transferred, relocated, upsized, downsized

or being fired at these companies. **Be creative and find a niche in your market.**

Bandit signs are pretty self-explanatory. Buy them and stick them in the ground at a highly visible location. Avoid placing the signs in center medians, as this is widely frowned upon by most local governments. Your best bet is to place them on the right hand side of the road at high traffic intersections.

In the commercial areas set the signs up on a Thursday night and on Friday nights in the residential areas. Your signs will probably only last over the weekend. The code enforcement officer will probably confiscate them early the next week. By that time **thousands of people will have seen your signs.**

Some Investors will go around on Sunday night remove the signs, and reuse them again. Be sure to keep track of where you place signs if you plan to do this!

You can buy these signs at local print shops or on-line. 18" x 24" is a popular size, and has good visibility. Be sure to choose bright colors that are easy to read. They should cost in the range of \$2 to \$4 each depending on the volume ordered and the size of the sign. The stakes should also be included.

You already know what to do when you start receiving calls. Be sure to ask how they heard about you. You'll want to know and track which of your paid sources are giving you a return on

investment. These are also premium lead sources that should pay you top dollar.

Be sure to check out the local ordinances, and how strictly they are enforced concerning bandit signs. Some communities have really begun cracking down on bandit signs and are issuing fines.

Here's an on-line source with some good suggestions for wording.

<http://www.realestatepromo.com/signs/signs.htm>

Real Estate Jobbing Volume 2

Classified Ads

We used classified ads to find Investors and Motivated Sellers. This time you want to get Motivated Sellers calling you! We will have to use our creativity again.

The traditional weekly-classified papers, such as the Thrifty Nickel and Penny Saver will probably be full of Investor ads. You won't want to compete with them. The daily paper will be too expensive to be cost effective.

Instead, look for some small **highly targeted specialized publications**. In my community we have a very small weekly publication, which is nothing more than several pages of 8.5 x 11 colored sheets of paper stapled together.

It contains all types of ads both personal and business, including some houses for sale. Everyone in the area reads it looking for bargains.

There were no Investor ads in it, until I placed mine. It's only a few bucks a week and it goes out to over 15,00 homes each week. This is very cost effective, and you'll be surprised at how many calls you get.

There are definitely some publications in your area that are not being utilized. Many publications are given out free at supermarkets, restaurants, bars, convenience stores and numerous other places. Be on the lookout for them.

Another possible source is homeowner association newsletters. It does not have to be your association; most will gladly let you advertise for a couple of dollars. You will probably be able to get a business card sized display.

Just type up a message targeting Motivated Sellers and print it out. There is no fancy typesetting involved. Most likely these will be monthly newsletters that go out to thousands of people all over town. Find as many of these newsletters as possible.

Check out some community organizations for newsletters. Many of these organizations have a fairly large membership and could use a little extra revenue.

Look through the yellow pages and search online for local charitable organizations, and find out if they have a newsletter. If they don't currently offer advertising ask to be the first.

Believe it or not, many have not even thought about taking ads.

High school and college athletic programs are another good source of cheap advertisement. These are the booklets that usually have all of the players, cheerleaders and band members listed.



Each sport probably has it's own program and sells ad space. Again, a business card sized ad is only a few bucks. The response will not blow you away, but remember, the more seeds you plant the more crops you will harvest.

Here are some links that offer specialty publications to advertise in for your area. Pricing may vary by location check them out.



<http://www.citynews.com/nafta.html>



<http://www.freemovienews.com/>



<http://www.adcart.com>



<http://www.micads.com/>



<http://www.rtitape.com/index.html>

Sports
& Soaps

<http://www.sportsandsoaps.com/index.html>



<http://www.benchmediaworks.com/index.html>



<http://www.supervalues.com/>



<http://www.newspapers.com/classifieds.htm> - search for classified papers in all 50 states. Just select your state and hit the search button.

LEE ENTERPRISES

<http://www.lee.net/publishing/>



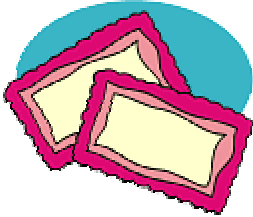
<http://www.classifiedsatoz.com/usdnp.htm>



http://www.usnewspaper.com/Pages/participating_papers_class.html

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Restaurant placemats, that's right I said placemats. Hear me out on this one.



You will need a few networking partners for this. The premise is very simple. Everyone chips in (except you), with this money you will design and print placemats for local restaurants to use.

On the placemats will be classified style ads for each person's business. Thousands of people will see the ads while waiting for their food and then again after the meal.

You may even be able to get a discount on the printing by including an ad for the printer.

The placemats are then given away free to local restaurants. These are not the national chains, but popular local restaurants. Most restaurants will jump at the opportunity for free place mats.

To make sure they are interested, canvas some local restaurants first and confirm that you can give away at least 5,000 placemats. Placemats are fairly inexpensive to print; they don't have to be fancy, just visually appealing. You will most likely make a profit on your placemat ads!



Figure 49 - Sample Placemat With Ads

You can get more information and pricing on placemat advertising at the link below.

<http://www.typesettingservices.com/placemats.htm>

Real Estate Jobbing Volume 2

Magnetic Signs

I'm sure you've seen these signs around town on various cars and trucks. The signs are magnetized on the back and simply stick on the vehicle. For the most part they are displayed on each side of the vehicle, and sometimes on the tailgate of pickup trucks.

You get continuous publicity while driving around town, while your vehicle is parked at the mall and even in your driveway.

I have seen a few Investors use the signs, but for the most part they are under utilized in the Real Estate Investment business.

Remember, it's a good thing when you can advertise your business cost effectively.

Magnetic signs are relatively inexpensive. You can get a basic no frills pair of signs for under \$50. Magnetic signs should have an eye-catching headline and of course your phone number. Stick with "I Buy Houses", Cash for Your House" and the like. These are always attention getters.

Check your local print shops for pricing. I've included a few on-line resources for your review.



<http://www.cheapmagneticsigns.com/>



<http://www.flashsigns.com/indexm.html>



<http://www.magneticsigns.com/>

Flyers & Door Hangers



These are two additional methods that some Investors will utilize to attract Motivated Sellers. Your goal is again to get Motivated Sellers to contact you.

These are inexpensive advertising methods, but will require some legwork. You can cover a large area very effectively with these simple marketing techniques.

The first step is to identify the neighborhoods that you will canvas. Analyze your [Investor Evaluation Forms](#), and determine four or five areas that will fit their needs, and concentrate your efforts there.

Flyers are very easy to make and you don't need a professional printer. Design the flyer with your word processor and use the postcard content as your ad copy.

You will need an eye-catching headline at the top of the page.

Some effective headlines are:

I WILL BUY YOUR HOUSE

CASH FOR HOUSES

AVOID FORECLOSURE

SELL YOUR HOUSE IN 7 DAYS.

That's right, the same headlines that Investors have used successfully for years. The body of the flyer should contain all of the usual information Motivated Sellers need:

- ✓ Cash paid
- ✓ Quick closings
- ✓ No paperwork hassles
- ✓ Save your credit
- ✓ Stop foreclosure
- ✓ No equity needed
- ✓ Divorce
- ✓ Liens
- ✓ Judgments
- ✓ Any condition
- ✓ Any price range
- ✓ Any part of town
- ✓ Vacant homes
- ✓ Tenant problems

Don't forget to include your **phone number** and **e-mail address** in the flyer.

Of course **you** probably won't be able to pay cash for the house (yet), but you have a network of Investors who can. Initially you may be a little intimidated to post these signs. Don't be, your job is still the same, which is to find Motivated Sellers for your Investors using every resource available.

Choose an easy to read font such as Times Roman or Arial. The headline should be a very large font size. The beginning of the flyer should quickly explain how you might be able to help, similar to the postcard we saw earlier.

Use bullet points in the body, people won't want to take time to read several paragraphs of information. Make sure your phone number and e-mail address are easy to read.

It's very effective to **cut tabs** on the bottom of the flyer, and write your phone number on each tab. This allows people to tear off your number to take with them, instead of taking the flyer.

Use black lettering and colorful paper. Bright yellow, orange and green paper work well. Buy your own paper at an office supply store. You should be able to get a pack of 500 sheets for less than \$10.

Print out a master copy from your printer and take it along with your paper to Copy Max, Kinko's or something similar. You can make self service copies for just a couple of cents.

You can produce 500 flyers for less than \$20 total. Now all you have to do is post them in your target neighborhoods.

The flyers should be posted in high traffic, visible locations. Need a few suggestions? Auto repair shop waiting rooms, grocery store

bulletin boards, barber shops, car washes, nail salons, bars, restaurants, and dry cleaners. I think you get the idea.

Make sure to get the **owner or manager's permission** before posting your flyers. Do not place flyers on people's cars, no one likes this, and they will immediately throw them away.

Creativity gets you paid. Part of the fun of this business is thinking of ways to reach Motivated Sellers that no one else is using. Keep a log of where you post your flyers and check them once a month to see if they need to be replaced.

Test flyers with various headlines and see which are the most effective. Posting flyers is one of the oldest and least expensive methods of marketing, yet remains very effective.

Door hangers are those little paper advertisements that you find hanging on your doorknob once in a while. Primarily pizza shops, dry cleaners and the like use them.

I have never seen one from an Investor on my doorknob. **So there will be neighborhoods that are being missed.** Door hangers are usually 4.25" x 11" and have a hole in the top big enough to fit on a doorknob. See the sample in the figure below.

You will have to **use a printing service** to produce door hangers. Don't try this one yourself. You need a heavy stock of paper and

some expertise to make a door hanger that will get people's attention, and make them want to read it.

Door hangers are a little more expensive than flyers, but remember individuals will receive them. Flyers are posted in fewer locations and read randomly.

You should **start with 1,000 door hangers**, which you should be able to get for 6 to 8 cents each.

As you can see the layout is very similar to the flyer. You will use the same type of headline and body content. Also use multiple attention-getting colors. Door hangers are often read and even kept by some homeowners.



Figure 50 - Sample Door Hanger

Once your door hangers are printed, all you have to do is walk your target neighborhoods and hang them. **Make sure there are no signs preventing this type of activity.**

Door hangers can be a family activity. My kids loved walking the neighborhoods with us and running up to houses to hang the door

hangers. **Keeping the whole family involved can only help you succeed.**

You'll get a peek at my doorknob hanger in Volume 5.

Real Estate Jobbing Volume 2

Business Card Calendars

Business card calendars are another effective way to get your message out. They can be left at retail outlets all over town for customers to pick up and take home.

They are also small enough to be mailed out for normal postage. This is an **excellent choice for some of your professional contacts** such as divorce and bankruptcy attorneys.

Your information will probably be displayed somewhere in their office.

Calendars are something that most people will use and actually refer to from time to time. You never know when, over the course of the year, **your message will hit home** for them or someone they know.

These calendars are available in a couple of different forms. There is no special printing required. You simply stick your business card on a preprinted calendar, and just like that you have another marketing tool.



Figure 51 - Sample Business Card Calendar

The calendar pictured on the left is the self-stick variety. Peel off the tape and stick your business card on. It can be used as a “press- n-stick” or desk calendar.

The calendar on the right is magnetic. Peel away the magnetic tape and stick on your business card. These, of course, will stick to file cabinets, refrigerators, etc.

The “press-n-stick” calendar will run you about \$310 for 1,000. The magnetic calendar will cost \$400 for 1,000. A great place to buy them online is at Mountainwest.



<http://www.mountainwestmfg.com/promotionalItems.html>

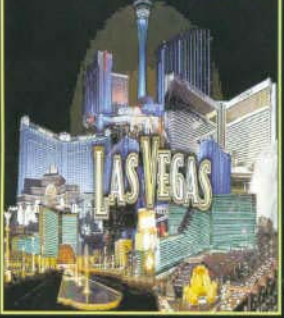
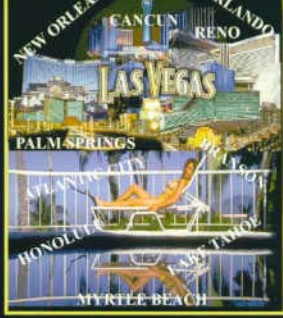
Vacation Vouchers

Vacation vouchers is another rarely used marketing tool by Real Estate Investors. These vouchers offer two free nights in luxury hotels in a number of cities around the country.

The user simply pays a \$10 registration fee and the room tax, which averages about \$9 per night. There are no other expenses involved. This is not a time-sharing scam. These vouchers are legitimate. I have used them!

The vouchers include two personalized lines of text. You can include your phone number or website address on the voucher. The vouchers can be used to attract customers and reward your contacts.

The cost is only \$15 for 100 vouchers. This is another inexpensive marketing tool.

\$500 IN CASINO BENEFITS In Your Choice of RENO / LAKE TAHOE or LAS VEGAS  Compliments of I Buy Houses for Cash! 407-625-8247	Welcome to the Wonderful World of Travel Cash Saver Invites you to enjoy THREE EXCITING DAYS & TWO FUN FILLED NIGHTS  Compliments of I Buy Houses for Cash! 407-625-8247	Mail this certificate and \$10 for each \$500 offer you want to: CASH SAVER 2010 West Avenue K #813 Lancaster, CA 93534 Mon-Thur: 8AM-2PM 661-722-5575 www.cashsaver.net cashsaver1@aol.com	Mark your choice below and enclose \$10 for processing, postage & handling. You will receive a reservation form to book your rooms. CASH SAVER 2010 West Avenue K # 813 Lancaster, CA 93534 Tue-Wed-Thur 10AM - 2PM 661-722-5575 www.cashsaver.net cashsaver1@aol.com
		Put an x in the box for each city requested. Put the number of offers you want on the line next to the box. Enclose \$10 for each offer. ☐ Las Vegas ☐ Reno/Lake Tahoe ☐ Anaheim ☐ Orlando 	☐ Las Vegas, NV ☐ Laughlin, NV ☐ Reno, NV ☐ Lake Tahoe, NV ☐ Daytona Beach, FL ☐ Atlantic City, NJ ☐ Anaheim (Disneyland Area) ☐ Cancun, MX ☐ Puerto Vallarta, MX ☐ Mazatlan, MX ☐ Palm Springs, CA ☐ San Antonio, TX ☐ Pocono Mountains, PA ☐ Gatlinburg, TN ☐ Branson, MO ☐ White Mountain, NH ☐ New Orleans, LA ☐ Honolulu, HI ☐ Myrtle Beach, SC ☐ Orlando, FL
This certificate is valid for a Las Vegas or Reno / Lake Tahoe casino promotion for over \$500 in cash, chips, meals, drinks, show tickets, slot play, etc. to be used in several Las Vegas or Reno / Lake Tahoe casinos. You will receive vouchers that you present to the casino cashiers. You must play any chips and tokens you receive. Keep all you win. Valid 7 days a week. Top name casinos. \$500 Anaheim and Orlando Funbooks are also available and offer discount entertainment and meals only.		This certificate is valid for a reservation form, offering you and a guest 3 days & 2 nights accommodations in your choice of cities above. After you receive the reservation form your cost is just a fee to cover room taxes of between \$7 and \$12 per night, depending on the city selected. Reservations must be taken within 1 year. Reservations must be booked at least 60 days in advance. Ages 21 or older. Dates near holidays and during conventions are usually not available on this special offer. Transportation, meals and room taxes are not included. Holidays, weekends and travel within 60 days require a surcharge. (Not valid for conventions or any group travel. Only 1 certificate may be used per family, per city in any 12 month period.)	
Please print Name: _____ Address: _____ City: _____ State: _____ Zip: _____ Phone: _____		Please print Name: _____ Address: _____ City: _____ State: _____ Zip: _____ Phone: _____	

Sample Vacation Voucher Front and back

For more information please visit

<http://www.rejobber.com/vacation.htm>

Real Estate Jobbing Volume 2

Paid Marketing Summary

The paid sources are obviously something you will do down the road after you have generated some income for your business, and narrowed your Investors down to those that are most productive.

Any time you use a paid source, a **premium referral** fee should be paid to you. Make sure you negotiate this up front or at least before presenting the lead.

Be creative, I'm sure you have already thought of some other ideas for your own marketing. Real Estate Investors do not have time to take lead finding to this level. If the cost is not prohibitive, don't be afraid to **try a few innovative ideas**. This will help you get the leads that everyone else misses out on.

I encourage you to explore some of these methods when you are ready. Not only will they earn you more money, but also you will have a **big head start when you begin investing yourself**.

As I mentioned earlier be sure to track your results. Get into the habit of asking everyone that contacts you how they found out about your service. Keep a log of your costs and the responses you get. This way you will know which advertising methods warrant your hard earned dollars

You must get your name in front of as many people as possible, as cost **effectively as possible**. This is the challenge facing not only Real Estate Investors, but also all small business.

Creativity is the name of the game; use it to separate yourself from the pack.

Once you begin investing there won't be as much time to work the traditional methods that we discussed earlier. You will use the paid sources more and more, so go ahead and start building your contacts now.

Of course, you should also rely on Jobbers and pay them appropriately!

Real Estate Jobbing Volume 2

PASSIVE MARKETING FOR MOTIVATED SELLERS

Passive marketing does not target anyone in particular. Any results you get will be second hand for the most part. [Passive marketing](#) usually takes longer to pay off, but requires very little effort on your part.

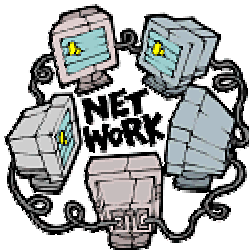
The leads generated from passive sources will of course be unpredictable. The most effective way to make this type of marketing work is to make as many contacts as possible.

Once you establish a contact there is very little maintenance involved. You can check in with your contacts from time to time, but unless they run across a lead you probably won't hear from them.

The number of leads you get will entirely depend on the [quality of your contacts](#) and how you treat them.

[Real Estate Jobbing Volume 2](#)

Networking



[People can network](#) just like computers! Networking is the most effective form of passive marketing; in fact, it's the only true form.

There are a couple of variations, but they are all forms of networking.

Let's take a look at some of the contacts you will want to include in your network.



Friends & Family – When you're ready let your friends and family know what you are doing. Explain that you work with a group of Real Estate Investors who are always on the look out for distressed properties.

Also explain what situations create Motivated Sellers, and how your Investors are able to help solve their problems. The concept is really very simple... they have friends, who also have friends and family, which helps your group of contacts grow exponentially.

If you know 10 people and they each know 10 people and they each know 10 people, then you already have access to hundreds of people.

Just ask your contact to let you know if they hear of someone in a situation where an Investor's help might be needed. Give everyone you know a business card. Your contact should let the seller know that you may be able to help.

The contact should then pass the name and phone number of the seller on to you. Offer to pay them \$50 if the lead turns out to be successful. For the contact it's really just a matter of passing on the information to you, and they get \$50 for a couple of minutes of their time.

For you it's a lead you would have probably never known about. It should only take a few minutes of your time to get the lead ready for the Investor. You will still make at least \$450, for something that you would have missed, if not for your network. Again it's a win-win situation.

Simply call the lead and reference the contact that informed you of the situation. Sometimes the seller may already have received your number from your contact and call you first!

Don't make any promises and complete the Property Analysis Form. Let the seller know that one of your Investors will be in touch soon, and thank them for their time.



"Aroundtowners" – What are Aroundtowners? I'm glad you asked. They are people who spend the majority of their day going around town for various reasons.

These are excellent contacts to have in your network. They are movers and shakers and know what's going on all over town.

Would you like a few examples of Aroundtowners? OK, here it goes, Plumbers, Electricians, Pizza Delivery people, Meter Readers, Mail Carriers, Furniture Delivery people, Movers, Couriers, Pool Service people, Cable (TV) Installers and tow Truck Drivers just to name a few.

They probably see vacant and run down homes all the time, but never pay attention to them. Offer to pay them \$100 for a successful lead. All they have to do is jot down the address and property condition for you.

Again these are leads that would have probably escaped you or been gobbled up by someone else. So it's definitely worth the \$100. You pay the Aroundtowners a little more since they will probably supply more leads than your friends and family.

You want to motivate them enough so that they bring you multiple leads. Make it clear what types of properties you are interested in to prevent any waste of time.

Soon it will be evident which Aroundtowners provide the best leads and you will want to keep them motivated.

When you reach this point it's time to purchase some specialty business cards. These business cards are literally mini billboards

and better suited for your Aroundtowners. In fact, you can leave a stack of these cards at local businesses if allowable. A sample of specialty business card is below.



Figure 52 - Sample Special Business Card

Specialty cards use bright colors and contain messages on the front and back of the card. Sometimes they even open up and contain a letter to the homeowner on the inside.

You or your contacts can leave these cards with homeowners or leave them in the door if no one is home. The cards are more expensive than regular business cards, but pack a lot more punch.

A thousand of these cards will run you about \$200. You can try your local print shop or order them on-line at:

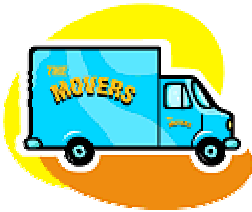
http://www.realestatepromo.com/cards/we_buy2.htm.

Stay tuned for a peek at my business cards in Volume 5!

Start building your network of Aroundtowners with people who provide these services to you. You probably already know several of

these individuals. Continue building your network as you meet people who you think will make good Aroundtowners.

You will build your network over time; 'don't try to do it all in one day. Before you know it you will have 50 or more Aroundtowners in your network!



Local Businesses – can be a very valuable part of your network. Your goal with these contacts is to catch the **employees who have to relocate to another state**. Not all people that have to relocate are Motivated Sellers, but many will be.

Just do the math. If they don't sell before it's time to move... they will have to make two mortgage payments, their original and the new home or apartment. Like all sellers the longer it takes the more motivated they will become.

You may hear about some people relocating through word of mouth from your friends and family, but you also want contacts at local businesses.

The 2004 Real Estate Jobber Course - Volume 2

Your company contacts can let the relocating employees know you have Investors who pay cash and can close fast. You are probably wondering how to find these contacts, right?

Well it's simple. An easy way is Monster.com. Yes, I know this is a job search site, but whom do you think has these jobs available? That's right local companies.

You will do a job search for your area and include all jobs. Go to <http://www.monster.com> and we'll do a quick search for Raleigh North Carolina.

Need a hard-hitting resume?

Show employers you've got the skills they need

Take a Brainbench skills certification test now!

Home Search Jobs My Monster Login Career Advice Help For Employers

monster Job Search Results

Refine Search With Additional Key Words:

[New Search] [Tips on Searching]

Related Info:

Book a trip at the Monster Travel Center!

Changing jobs? Take your 401(k) with you!

Test drive our Refine by ZIP Code option. GO!

Jobs 1 to 50 of 1674 Show Jobs Posted: Last 60 days Page 1 of 34

Sort: Date | Relevance View: Brief | Detailed

Date	Job Title	Company	Location
Feb 3	★ Opportunity Knocking - Entertainment Field - \$95k / Yr. Potential	Trans Continental	US-NC-Raleigh/Durham-RTP
Feb 3	Regional CRA/ SR CRA (Homebased)	QuintilesTransnational	US-NC-Raleigh/Durham-RTP
Feb 3	Senior Outside Plant Design Engineer	CT Communications	US-NC-Raleigh
Feb 3	QA Specialist/Tech Writer	Management Recruiters Intntl	US-NC-Raleigh/Durham-RTP
Feb 3	Director of Project Management	Management Recruiters Intntl	US-NC-Raleigh/Durham-RTP
Feb 3	★ Nurses	U.S. Air Force	US-NC-Raleigh/Durham-RTP
Feb 3	General Managers and Assistant General Managers	Bear Rock Franchise Sys. Inc	US-NC-Triangle and Triad
Feb 3	Web Developer	QAO Services	US-NC-Raleigh/Durham-RTP
Feb 3	Statistician	MedFocus Pharm. Res.Opp.	US-NC-Raleigh/Durham-RTP
Feb 3	General Manager / Assistant Managers	Boston Market	US-NC-Raleigh/Durham-RTP
Feb 3	Sales Recruiter/Entry-Level Management	Maxim Healthcare	US-NC-Raleigh/Durham-RTP
Feb 3	★ Nurses	U.S. Air Force	US-NC-Raleigh/Durham-RTP
Feb 3	Consultant 4	CTG	US-NC-Raleigh/Durham-RTP
Feb 3	Cath Lab Tech	Management Recruiters Intntl	US-NC-statewide
Feb 3	★ Nurses	U.S. Air Force	US-NC-Raleigh/Durham-RTP
Feb 3	Sales	Management Recruiters Intntl	US-NC-Statewide
Feb 3	Executive Director	HHHunt	US-NC-Raleigh/Durham-RTP
Feb 3	★ Engineer	U.S. Air Force	US-NC-Raleigh/Durham-RTP
Feb 3	Assistant Store Manager - Raleigh/Cary, NC	Big Lots Inc.	US-NC-Cary

Figure 53 - Monster.com Website

There were 1,674 jobs listed. You will simply check out the companies offering the jobs and get the contact information. You will be looking for the companies that are based locally.

You should be able to get a contact and the mailing address for most companies, and at least the e-mail address for the rest. You will send a letter offering your services. If there is no mailing address, then e-mail the company and request the mailing address.

Do not offer your services through e-mail as this may be construed as [spam](#). You can also look up the company on-line at <http://www.qwestdex.com/>. If there is no contact person, **address the letter to Human Resources**.

As with your landlord mailers keep a log of the letters you send to companies. Include the company name, address, contact and e-mail. Your letter should be similar to the sample below.

Date Human Resources 125 Pittman Ave Anywhere, USA 12345 Dear Human Resources: I realize that there are probably instances at your company where employees are transferred to another city, on short notice. I wanted to let you know that I work with a group of Investors who specialize in helping relocating employees sell their homes quickly. We can pay cash and handle all of the paperwork, hassle free. This is one less headache your employee will have in an already stressful situation. I have enclosed my business card; please contact me if I can be of assistance to any of your employees either now or in the future. Thank you. Sincerely, Joanne Jobber JoJobber@mail.com (407) 625-8247 Figure 54 - Sample Letter to Human Resources
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Make sure you include your business card with the letter. Now, if you want to follow up later you can safely e-mail the company and reference your earlier letter.

Be choosy, and only contact local companies where you think employee relocations happen.

Don't let the company name fool you. You'll be surprised at how many Fortune 1,000 companies are out there that you never heard of. Good industries include health care, insurance, banking and of

course all the major corporations like IBM, Sears, Xerox and the like.

A couple of these letters each week will do wonders for growing your contact network. Don't offer these contacts any money, as you are doing a service for their employees. Many companies frown on employees benefiting monetarily from your service.

"Headhunters"



...no, not that kind of headhunter!

These headhunters are recruiters constantly looking for employees to fill vacancies that their clients have.

Typically the company pays the recruiting firm a fee if the recruiter is able to find a satisfactory employee. Quite often Headhunters have to look out of state to find someone with the right qualifications.

This again creates a situation with a person **relocating** and possibly in need of your services.

The Headhunter of course wants the employee's relocation to be as quick as possible, which speeds up the payment of the recruitment fee.

You will come across some Headhunters on the amazon.com site, which is a good source. You can find others by again going to <http://www.qwestdex.com/> and searching the business listings, under the category of employment agencies.

You can call employment agencies or send a letter to the Headhunters. You can use the company letter format from the previous section. Most recruiters have some sort of sales background and will understand what you are trying to do.

Even if they can't use your services they may have a colleague that can. That's networking in its truest sense.

Real Estate Jobbing Volume 2

All in all passive marketing is exactly what the name implies. You make the contacts and wait for the results. There is no timetable to be followed. You may go a few months without any leads, and then get 4 or 5 within a couple of weeks.

The great thing about passive marketing is that 95% of the leads you get, you would have never discovered without your network. Averaging only 1 good lead per month from all of these sources is an extra **\$5,000 to \$10,000** for the year.

One thing is for certain, the bigger your network; the higher your chance of getting good leads. Always look to grow your network.

Your network will carry over with you when you become an Investor, at which time you can pay your Network Contacts \$500 to \$1,000, while you earn a six-figure income just from their leads. Why, you may even recommend this course to some of them, and help create new Jobbers!

Real Estate Jobbing Volume 2

TWO DOZEN MORE LEAD SOURCES!

Here are two dozen more lead sources for you to check out. These are some sources that other Investors have told me about during my travels. They have found successful leads from all of these sources. I have not tried them all yet, but I plan to!

They are in no particular order. Some will work better than others depending on where you are located. One thing is for sure, there are probably not a lot of Investors using these sources.

I encourage you to check out all of these sources and see if they are practical for your area. Remember, you want as many lead sources as possible, this is what makes your services so valuable.

Real Estate Jobbing Volume 2

Bankruptcy Trustees

Bankruptcy trustees are appointed for every chapter 7 bankruptcy case. Their main duty is to investigate the assets of people filing chapter 7. They hold meetings with the creditors and conduct bankruptcy sales. The trustee is also responsible for paying the creditors.

You can see where learning to work with a trustee can be very beneficial. Not all bankruptcy properties are a good fit for your Investors, but you can bet some of them will be.

You can see in the figure below, the opening bid for this property scheduled for a bankruptcy sale, is only \$1,500. Do you think a few Investors will be interested?

Sale Date: April 01, 2004
Location: Kansas
Case Number: 03-11696-8W7
Case Name: ██████████
Trustee: SHARI JANSEN
Item(s): 214-511-511-10-00-100 Lots 13 and 14 Block 15 City of Eskridge. 110 year old
Description: farmhouse - 2 stories on 2 lots taxes are past due 1 year (\$1,500.00)
Item(s): Trustee's office
Location: Trustee's office
Sale Location: Trustee's office
Time of Sale:
Time of Preview:
Location of Preview: contact trustee
Terms: make bid - minimum bid of \$1,500.00 - sale is "as is " - all taxes will be responsibility of purchaser
Contact: Shari Jansen, Trustee(941) 378-3330(941) 378-3320- fax-mail sjansen@epitrustee.com
Other:

You will have to get to know a trustee in your area and learn how the process works. This will be very valuable knowledge for you to pick up. There are not a lot of Investors that work bankruptcy properties, so you can actually educate them and create a little niche for yourself. How do you find trustees? Good question.

You can search for trustees in your area by using the link below.

http://www.nabt.com/members_search.cfm

Courthouse Workers

Courthouse workers will see every type of motivated seller there is. Depending on the situation they may be able to pass leads on to you.

You can try to meet courthouse workers during your trips to the courthouse or through friends and family.

Real Estate Jobbing Volume 2

Process Servers

Process servers are responsible for serving civil or criminal process documents such as court orders, writs, affidavits, summonses, notices and subpoenas.

Process servers will see a variety of legal documents before anyone else. This is a great way to get a jump on leads. There may be confidentiality issues, but many Investors are able to get leads from process servers.

Try contacting a few process servers and explain your services to them. Find out if they will be able to ethically provide you with leads. Use the link below to search for process servers in your area.

<http://www.napps.com/default.asp>

Real Estate Jobbing Volume 2

Accountants

Accountants are often the first to know of problems. Their clients may be facing financial trouble, looking at retirement or have other reasons to need a quick sale of their house. There are confidentiality issues, so the accountant will have to refer the motivated seller to you for help.

You can look up accountants in the yellow pages under "Certified Public Accountants." Contact accountants by calling or writing, just like you did with the bankruptcy and divorce attorneys.

Real Estate Jobbing Volume 2

Property Management Companies

Many landlords pay management companies to handle the day-to-day operation of their properties. In exchange the management company gets a percentage of the rent, as their fee. They will have advanced knowledge of when landlords are fed up with the rental business.

They are going to lose the landlord's business anyway. So a referral fee from you might soften the blow. You can look up these companies in the yellow pages under, "Real Estate Management".

Real Estate Jobbing Volume 2

Fire Departments

Who better would know of burnouts? Make a contact at a couple of fire stations in town, and ask that they let you know of houses that are damaged by fires. You probably will have some Investors that

handle fire damaged properties. They can often get these properties for pennies on the dollar, rehab them and sell them for a substantial profit.

Fire departments should be listed in the county government section of your local phone book.

Real Estate Jobbing Volume 2

Marriages

Marriages can be a good lead source when each person is a homeowner. Presumably they will only live in one of the houses. Use the public records to look up marriage licenses, and then simply do a search on the property appraiser records to see if both people own a home.

You can then follow up with a letter or postcard to both addresses. Make it a general letter, no need to reference the recent marriage.

Real Estate Jobbing Volume 2

Church Leaders

Church leaders are very trusted people, and members of the congregation will often confide their problems in the church leaders. This is another situation where the motivated seller will be referred to you.

Even if you don't attend church regularly you probably have a friend or relative that is a member of a church. Give them plenty of

business cards, and let them know that if anyone at church needs to sell their house quickly you can help.

Real Estate Jobbing Volume 2

Funeral Directors

I know it sounds a bit morbid, but often the survivors are not able, or have no desire to take care of a house. Funeral directors will probably also know of out of town relatives that come for the funeral, who now own the property.

Again, this is strictly a case where the funeral director will refer people in need to you. You can try to meet funeral directors through friends and family.

Real Estate Jobbing Volume 2

Obituaries

Another morbid situation, but the fact is there are some families who don't want to continue on with the burden of a property. You can check the obituary section of the paper, and cross reference the names against the property appraiser records for home ownership.

Direct mail is the best way to contact the family. Again, send a general "I buy Houses" letter or postcard.

Real Estate Jobbing Volume 2

Retirement Notices

Retirement notices are also posted in the newspaper. Many retired people don't want to continue the expense and hassle of

homeownership. They may want a smaller place or to relocate altogether.

Again cross reference the names against the property appraiser records and send a general letter or post card.

Real Estate Jobbing Volume 2

Healthcare Workers

Healthcare workers hear all about people's financial problems. People with a lot of medical bills are also potential motivated sellers. They may be out of work and unable to handle the expenses of a house. They may not be physically able to handle the maintenance and upkeep.

The medical bills themselves can be a source a great financial hardship. You can try to meet healthcare workers through friends and family.

Real Estate Jobbing Volume 2

Retirement & Nursing Home Workers

This is another good source to find potential motivated sellers. The family may not want or be able to afford the expenses of the property, after a relative has been admitted. The workers in these institutions hear about people in these situations all the time.

You can try to meet retirement and nursing home workers through friends and family.

Real Estate Jobbing Volume 2

Social Workers

Social workers are another source of great leads. Many times they will try to help families with financial difficulties, but run into a stone wall. The only solution may be to sell their house, but they may not be able to sell through traditional channels, and need the help of an Investor.

You can try to meet social workers through friends and family.

Real Estate Jobbing Volume 2

Marriage Counselors

Unfortunately marriage counselors are not able to salvage every marriage, and can be a valuable source of leads. They will know if the couple is facing financial problems that will only grow worse after the divorce.

Your service may be able to help them out of a bind. Even if there are hard feelings, hopefully neither party will want to have a foreclosure on their credit report. This will be another situation where you will count on a professional to recommend your services to motivated sellers.

You can find marriage counselors in the yellow pages under, "Marriage Counseling Services." Contact marriage counselors, as you would other professionals such as attorneys and accountants.

Real Estate Jobbing Volume 2

Insurance Sales People

Insurance sales people will know when their clients have cancelled or allowed their policies to lapse. 99% of the time the cancellation is related to other financial issues.

This again, is a precursor to a person possibly becoming a motivated seller. Insurance salespeople can recommend your services to clients that need the help of an Investor and/or provide this information to you directly. Salespeople without a doubt will expect a referral fee for successful leads.

You can find insurance salespeople in the yellow pages under a number of specialty categories such as health, life, dental, homeowner's, auto etc. Contact insurance salespeople, as you would any other professional.

Real Estate Jobbing Volume 2

Builders

Builders are a great source for finding people with two properties. Construction may have begun a couple of months ago on a new house, but the old house has not yet been sold. This person is quickly becoming a motivated seller, since they are facing the prospect of having two payments.

You can look up builders in the yellow pages under, "Home Builders" or "Building Contractors".

Real Estate Jobbing Volume 2

Civic Associations

Civic associations include the Kiwanis, Rotary Club, Masons etc. These tend to be close-knit groups that confide in each other. Don't worry if you are not a member of a civic organization, again you have friends or family that are either members or know people who are members.

There are people that belong to these groups who are motivated sellers and need your help. Let as many people as possible know what you do.

Real Estate Jobbing Volume 2

Schoolteachers

Schoolteachers know when families abruptly have to move out of town for whatever reasons. There is a good chance that these people will need to sell their property quickly. We know schoolteachers deserve more money, and a referral fee from you would probably be appreciated.

You can try to meet schoolteachers through friends and family.

Real Estate Jobbing Volume 2

Barbers & Beauticians

Barbers and beauticians are very trusted people, after all you have to be able to trust the person cutting and styling your hair! They will hear all kinds of reasons why people need to sell their homes.

Let your barber or beautician know about your business, and of course let them know they can earn a nice referral fee.

You may even have friends or family members that are barbers or beauticians themselves. Locally based barbers and beauticians are the best for these leads. The hair shop in the mall with different barbers every week will have a hard time building trust with its customers.

Real Estate Jobbing Volume 2

Bar Tenders

Bar tenders, for obvious reasons hear more than they care to about people's personal problems. Give them plenty of cards for their patrons. Don't be afraid to ask friends and family members to give your cards out to their favorite bar tender! Small local bars work best.

Real Estate Jobbing Volume 2

Pawnshops

When people start hocking their treasures there are usually financial problems looming. Canvas the pawnshops in your area and let them know what you do. Again, it's the referral system and they can pass on your card to customers in need. They may even be willing to place your flyers in their shop.

You can look up pawnshops in the yellow pages under, "Pawn Shops" and "Used Merchandise Stores."

Real Estate Jobbing Volume 2

Moving Companies

Moving companies are another source of excellent leads for people with two houses. They will often hear about it from the homeowners directly.

The homeowner was relocated a few weeks ago, and is now making a payment on their new home, and still making payments on their old home. This spells motivated seller!

The moving company can either give the homeowner your card or give you the address of the property.

You can look up moving companies in the yellow pages under, "Moving and Storage." Also if you see movers in your neighborhood give them some business cards, and let them know they can earn some extra money by providing you with leads.

Real Estate Jobbing Volume 2

Finance Companies

Some of the smaller local finance companies will also provide home loans. If the manager is based locally then you may be able to establish a relationship, and be a last resort for some of their bad loans.

Just let the manager know that you work with a group of Investors that specialize in bad property loans. One defaulted loan can make the books look really bad for these smaller companies. Try looking

in the yellow pages under "Real Estate Loans." You can send a letter or give them a call.

Real Estate Jobbing Volume 2

Here Are A Few More Sources

Bill Collectors

This is a somewhat generic term, and again you are looking for locally based folks. Most of the time you will find out about these people second hand, through friends and relatives. This is a matter of just letting people know what you do. You will be surprised at how far and how fast the word about your business travels. The offer of a \$100 to \$200 reward for referrals will be attractive to many people.

If a person is behind on several bills, then there is probably some sort of financial problem. There may be privacy issues, but if you establish a relationship, then the bill collector can have people contact you. Sometimes people will open up about their problems to the bill collectors, who in turn can offer your name if they need to sell their house quickly.

Real Estate Jobbing Volume 2

Repo Companies

I know you probably don't have a high opinion of repo companies, but they can be a source of information. If you find a tow truck

driver or two that will let you know about recent repossessions, then you have a great lead source.

People will usually let their boat and other toys go before the car, and they will let the car go before the house. Chances are the house is not far behind. You may be able to help them before the bank files a foreclosure notice.

You can find repo companies in the yellow pages under, "Repossessing Service."

Real Estate Jobbing Volume 2

Bail Bonds

Sometimes people will use their property to secure bail, and a lien is recorded against the property. If the person does not show up for the court date, then the property may be foreclosed. Bail bonds people don't want property they want their money.

You can look up bail bonds in the yellow pages under "Bail". Okay so there are 27 sources instead of 24, I didn't think you would mind a few extra. You will not build these types of relationships overnight, but as you meet different people always think of ways that they may be able to help you find Motivated Sellers.

Real Estate Jobbing Volume 2

As long as you always think win-win, you should not run into problems. Use the rule of six:

If some people you know tell 6 people what you do, and they each tell six people and so on, and so on, the word about your business will be all over town in no time!

Real Estate Jobbing Volume 2

Premium Leads



Go the Extra Mile and Earn a Higher Referral Fee

Anytime you take the extra step of contacting the seller and further qualifying your leads, you should negotiate a premium **referral fee** with your Investors.

As you gain experience and confidence you should consider taking this extra step for all leads that you generate.

You can double your income and you'll be much better prepared to do business at the next level as an Investor. Draw upon your Investor's knowledge and experience when communicating with sellers.

Learn what has worked for them and what has not. Most Investors will be glad to help you and will pay a premium referral fee if you decrease their work and shorten the buying process. You should always think **win-win**.

Use all of the lead-generating methods discussed, and make a call to the seller to further qualify the leads for your Investor. This

means you will bring fewer leads to your Investors, but eventually **75% should end up being successful leads.**

After you qualify the leads work closely with your Investors, as they go through the process of evaluating the property and making an offer.

Each time you go through the process you will better understand what it takes to actually buy a property from a Motivated Seller. If you continue to follow this formula, you will get paid for a very high percentage of the premium leads you bring to your Investors.

Your number of successful leads has to increase, since you will have learned exactly what information to get from the seller, be able to evaluate the property and maybe even to **pre-sell or predict with accuracy what your Investor will be able to offer.**

In other words, you will have learned exactly what properties your Investors are able to buy. When you reach this point, you are ready to begin life as a Wholesaler.

A Final Word on Marketing for Leads

Guess What Happens when you don't Market?



NOTHING, and of course you can't make any money if nothing happens!

We have covered dozens of lead-generating sources that will help make you successful. You won't know which sources work best until you **try them all**.

Your personality, market conditions and where you are located will play major roles in determining the lead sources you will concentrate on in the future.

Most likely you will want to wait until you have some **experience** under your belt, and money in your bank account before trying the paid marketing sources.

These are very valuable sources of advertising and will definitely be used a great deal at the next level. You can get a head start and learn which sources will be the most successful.

As an Investor you may get leads from any one of these sources so it's in your best interest to learn them all. You will also discover other lead sources that may be unique to your area, and serve you well. If you understand how to use the public records, then you will be able to handle any lead that you come across.

Real estate jobbing is a **numbers game** and by using the methods detailed in this course you can generate a ton of leads for your Investors.

You must devote the time to **learn how to use the public records**. As you have seen, these are tools that can help generate thousands of dollars for you, and you will use them for practically every type of lead. This is something you have to do in order to learn; you can't sit back and just read about it and hope to pick up the knowledge.

Visit your County Courthouse, learn the layout and the public record policies and procedures; you will be rewarded many times over for your efforts. Remember, these are skills that you will carry with you to the next level.

Make use of these sources and generate a ton of leads for your Investors, and make thousands of dollars for yourself.

Because you know what will happen if you don't.

NOTHING!

MANAGING YOUR BUSINESS



Your key to effectively managing your Real Estate Jobber business is **organization**, and your key to organization is going to be your **Master Lead Log**. As you've seen throughout this volume every lead you find is recorded in your Master Lead Log, and you should have a ton of leads to manage.

You can find a sample of the log in the forms section of the guide. I strongly suggest that you set this form up as a spreadsheet, tweak it to meet your needs and maintain it electronically.

This is where you will track the results that your leads have generated, evaluate your Investors, and very likely determine what your next step will be. Let's take a detailed look at the information that you will record on this form.

Owner Name – the property owner's name, this information is from the public records.

Owner Address – the property owner's street address, this information is from the public records.

Owner City – the city where the owner lives, this information is from the public records.

Owner State – the state where the owner lives, this information is from the public records.

Owner Zip – postal zip code, this information is from the public records.

Owner Phone – this information is from the yellow pages or Internet. If the phone number can't be located, then indicate NA, for Not Available.

Property Address – the address of the property, this information is from the public records.

Property City – city where the property is located, this information is from the public records.

Property State – state where property is located, this information is from the public records.

Property Zip – postal zip code where the property is located, this information is from the public records.

Lead Type – type of seller, for instance FSBO, FRBO, Pre-For, Vacant, REO and so on. Make sure your Investor understands your coding system.

Heated Sq Ft – the amount of heated square footage of the property, this information comes from the public records.

Purchase Date – the date the current owner purchased the property, this information comes from the public records.

Sales Amount – the amount that the current owner paid for the property on the purchase date, this information comes from the public records.

Tax Accessed Mkt Value – the property value for taxing purpose as determined by the County Tax Collector, this information comes from the public records.

Approx Comp Value – the approximate Fair Market Value, determined by averaging recent sales prices for similar homes in the neighborhood. This information can sometimes be obtained from the public records. Make sure to let your Investor know this is just an estimate for information purposes.

Taxes Due – any taxes that are delinquent for the property. This information comes from the public records.

Lead Date – the date you found the lead.

Comments – any additional information the Investor should know.

Investor Name – the name of the Investor who receives this lead.

Investor Date Sent – the date the lead was sent to the Investor.

Investor F/U Date – the date you followed up with the Investor to get a status update.

Referral fee Date – the date you received the referral fee from the Investor.

Referral Fee Amount – the amount of the referral fee you received from the Investor.

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Communicating With Your Investors

You will want to communicate with your Investors **at least weekly**. This can be done by telephone or e-mail. Initially you will have to divide your leads among all of your Investors to determine which are going to be the most profitable for you.

Wait until you generate from 100 to 200 leads before giving them to Investors. Analyze the property preferences of your Investors and divide the leads that fit between them. Let's assume you have 35 investors and 200 leads.

If you have 50 drive-by leads that are all between \$50,000 and \$100,000 in value, and you have 10 Investors who only work in this price range. You would give 5 Investors 10 leads each to work with.

You might have another 50 leads that are pre-foreclosure, and 5 Investors who handle foreclosures. Each Investor would get 10 of these leads.

There are now 100 leads left that are a mixed bag, and 20 Investors. You should select 10 of the 20 Investors and give them 10 leads each.

Now all of your leads are gone, but there are still 10 Investors without leads. You will give the 10 remaining Investors a shot at the next group of leads that you generate.

If an Investor works all types of properties you'll want to give them at least 10 leads, to see how they handle these initial leads.

Also consider the attitude of the Investor when you spoke with her on the phone. Was she eager to get new business? Was she enthusiastic about your venture or was she indifferent and unresponsive?

Naturally you will want to give the initial business to the Investors with whom you felt the best vibe.

Be sure to come back to the others, as they may have simply had a bad day during your call. Also be sure to record all of the necessary Investor information in the Master Lead Log.

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How do I Communicate My Leads?

The best way to get the lead information to your Investors is through e-mail. You will create a separate spreadsheet for each Investor and e-mail the leads to them in this form.

You can easily copy the information from your Master Lead Log and paste it into a new spreadsheet.

You will copy all of the information that pertains to the property, which is basically everything but the Investor information, and simply paste it onto a new spreadsheet. For Microsoft Excel the process works as follows:

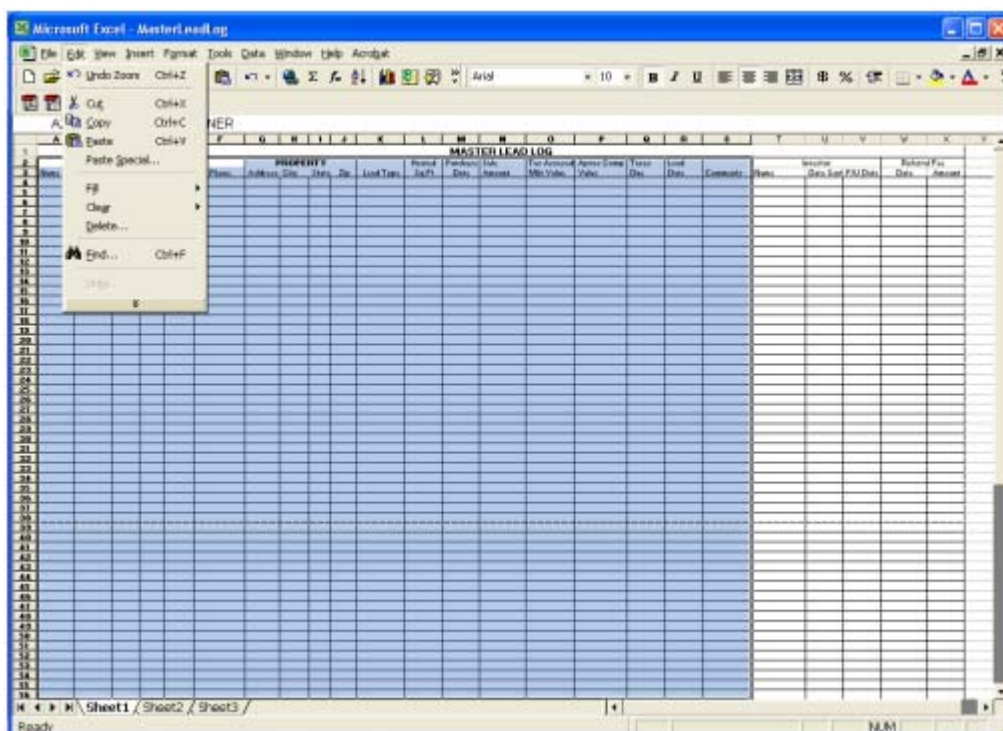
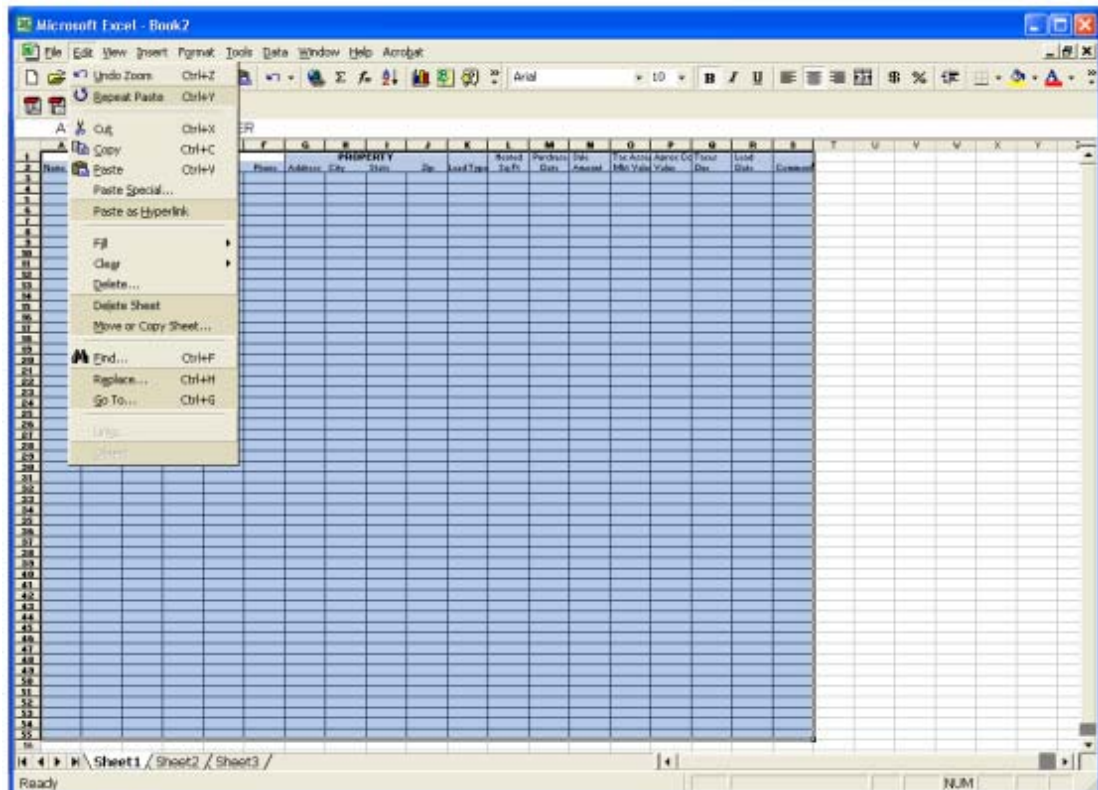


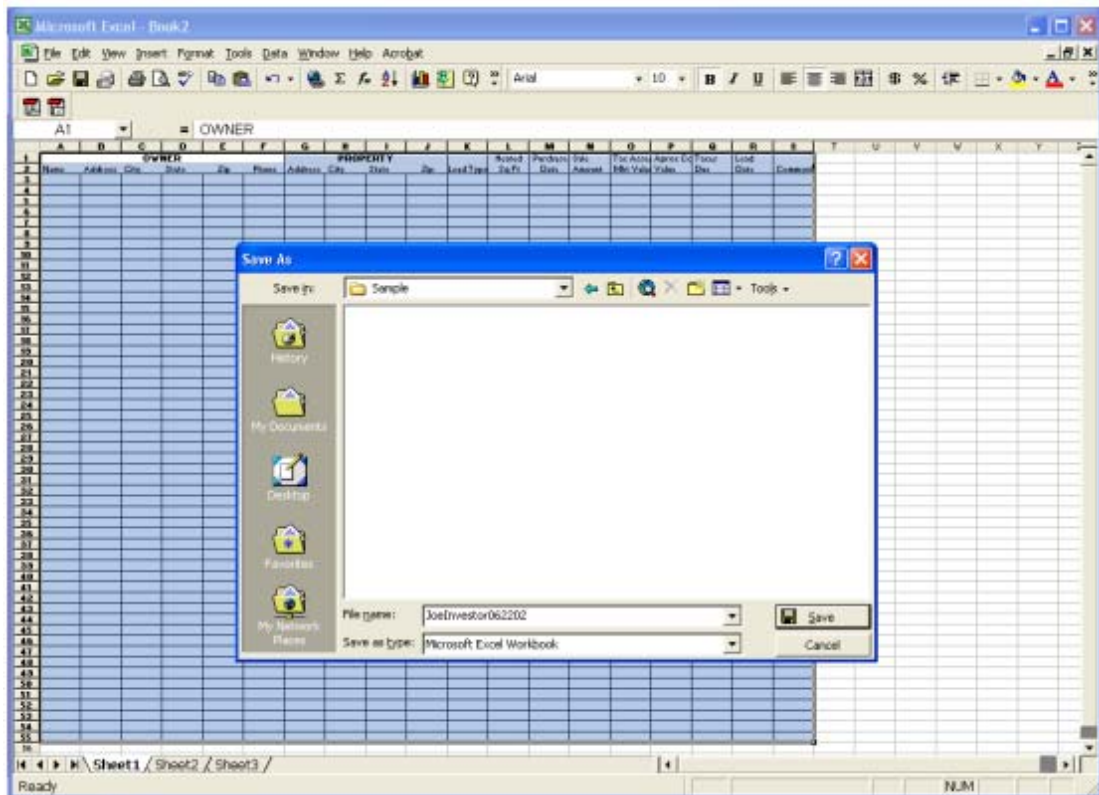
Figure 55 - Sample Master Lead Log

Highlight the information to send to your Investor, then select Edit, Copy.

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Open a new spreadsheet and select, Edit Paste.



The new spreadsheet will contain only the data you want your Investor to have access to. Your software should contain detailed instructions for copying and pasting data, but should be similar to the steps outlined above.

Now select File, Save As, and give the spreadsheet a new name.

You will need to have a name for your new spreadsheet. I always used this convention, ***InvestorNameDate.xls***, but choose a naming method that works for you.

Call each Investor and let them know that you will be e-mailing some leads to them, and verify their e-mail address.

You do not have to call each time you send leads. Only the first time so they will remember who you are, and won't be surprised when they get your first leads. Simply e-mail your Investor, and attach their individual spreadsheet of leads. Here is an e-mail that I sent to one of my Investors.

To: Cathy

Cc: **Bcc:**

Subject: New Leads!

☒ Save copy in SENT folder

[Switch to POWER Editor](#)

Dear Kathy:

Attached are some preforeclosure leads. The paper work has been filed by the lender's attorney, but it has not hit the newspaper or had a sale date set, so they should be pretty good leads. I have included as much pertinent information as possible; however, the estimated market values are based on recent home sales similar in size, but does not take into consideration any added or missing amenities. Phone numbers have been included when available, the others will require a visit or mailer. I appreciate any feedback that you have.

Barry J. Grimes

Figure 56 - Sample E-mail to Investor

The e-mail is short and to the point. I included a disclaimer about the FMV and explained that not all phone numbers were available. This e-mail is just a guideline, but feel free to use it if you like.

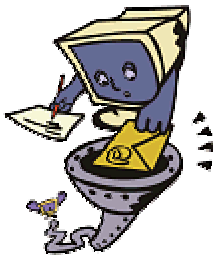
If you or one of your Investor's does not have e-mail, then you can relay the information to them over the phone.

You will want to **follow up with each Investor** after about a week and see what kind of progress they are making. Find out if the leads are working or if you should change the type of leads, or some of the information being provided.

Be patient, it will take a while to get your first referral fee, as the Investor must go through the property buying and closing process.

The more leads that you submit to your Investors, the more leads you will have at all stages of the buying process, and the more often you will get paid.

Keep your lead pipeline full!



Remember, plant as many seeds as possible, and before long your money tree will be in full blossom.



Real Estate Jobber Ratios



Yes, you can be a number cruncher!

These 5 ratios will help you **determine which Investors are most productive**. Through this process you will begin to weed out the Investors that are not productive, and concentrate on those that are.

You don't have to be a financial wiz to understand the ratios, but make sure you understand what each ratio is telling you. All of the information that you need to calculate the ratios is in the Master Lead Log.

Close Ratio

= *Number of referrals fees / Number of leads.*

This is a ratio you will want to calculate each month for each Investor. This will tell you which Investors are most successful with your leads.

Example: Investor A received 200 leads, and paid you 1 referral fee. Investor B received 100 leads and paid you 2 referral fees.

Investor C received 300 leads and paid you 2 referral fees. The remaining Investors paid you 1 referral fee on 150 leads. The close ratios are as follow.

	# Referral Fees	Leads	Close Ratio
Investor A	1	200	0.50%
Investor B	2	100	2.00%
Investor C	2	300	0.67%
Others	1	150	0.67%
Total	6	750	0.80%

You generated 750 leads for the month, which is a pretty good month; however your overall Close Ratios was only .8%. Ideally you want the number around 2% initially. Don't worry, as you gain experience your Close Ratio will rise.

The best performer was Investor B; however Investor B only received 100 leads. Next month you will want to get him more leads. Investor A has not been very successful; you will look to move some of her leads to the other Investors.

You will want to set up a meeting with the other Investors that don't seem to be panning out. Try to find out why your leads have not been successful. Do they not fit the Investor's property profile? Is the Investor too busy with other leads? Politely probe and find out what the problem is.

We talked earlier about you eventually taking the leads a step further and contacting the sellers yourself. When you get really good your number of referrals will drop dramatically, but your close ratio will rise steadily, and so will your overall compensation.

Referral Payment Ratio

$$= \text{Referral Payments} / \text{Total Leads}$$

This is another monthly ratio, which tells you how many leads must be generated to reach your goals. Let's continue with the example above, and assume you were paid \$500 for each successful lead.

	Referral Fees	Total Leads	Payment Ratio
Investor A	\$500	200	\$2.50
Investor B	\$1,000	100	\$10
Investor C	\$1,000	300	\$3.33
Others	\$500	150	\$3.33
Total	\$3,000	750	\$4

Currently you are earning \$4 per lead generated. If your goal is to earn \$1,500 a month, you will need to generate 375 good leads (1500/4). Of course as your Close Ratio improves, you can adjust your monthly lead target. You can also increase your Payment Ratio by providing leads to the Investors who perform the best.

Referral Fee per Investor

$$= \text{Investor Referral Fees} / \text{Successful Leads}$$

In this example it's simple, \$500 per Investor. Once you start varying your referral fees based on the type of information you provide, this ratio will be important. Let's change the example a bit. Let's say Investor C paid you a total of \$1,500 (\$1000 for one lead and \$500 for the other), everything else stays the same.

	Successful Referral Leads	Referral Fees	Referral Fee Ratio
Investor A	1	\$500	\$500
Investor B	2	\$1,000	\$500
Investor C	2	\$1,500	\$750
Others	1	\$500	\$500
Total	6	\$3,500	\$583

This changes the perspective a bit. Investor C now looks like the best performing Investor. Take all of the ratios into consideration during your analysis.

Days to Close Ratio

$$= \text{Days to Payment} / \text{Successful Lead}$$

This ratio will tell you, on average how long each Investor takes from the time she gets the lead to the time you receive payment. The time frame includes all steps in the process, from the initial

property evaluation through close. Obviously you prefer Investors who are able to move sellers through the process quickly.

This ratio can also be used as a measure of the Investor's organizational system. Organized Investors are quickly able to make a decision on the amount to offer, get the paperwork in order, help the seller through the close process and get you a check.

	Successful Leads	Days to Close	Days Ratio
Investor A	1	28	28
Investor B	2	26	13
Investor C	2	29	15
Others	1	24	24
Total	6	107	18

An 18-day overall ratio is not bad, but clearly Investor A is holding you down and costing you time.

Lead Type Ratio

= Type of Successful Lead/Total Leads

Which types of leads are paying off for you? This can be calculated quarterly.

	Pre-Forecl	Drive By	Abandoned	Classifieds	Successful Leads
Investor A	1	0	0	0	1
Investor B	1	0	1	0	2
Investor C	1	0	0	1	2
Others	0	1	0	0	1
Total	3	1	1	1	6
Ratio	50%	17%	17%	17%	100%

Pre foreclosure was your most successful lead type comprising 50% of the total. This is why you want to diversify in the beginning, and then you can determine which leads are the best, based on sound financial analysis.

That's right, you are doing financial analysis! Even if you are not a numbers person, when you understand your business the numbers will make sense.

These are some ratios that I used, but that's not to say they are the only ratios to use. As you gain some experience you may want to capture and analyze other numbers. Don't feel hand cuffed to my ratios. It's your business, you will have to figure out what works best for you.

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Mentors



A good **mentor** will teach you everything they know.

Use your **ratios** to begin narrowing the number of Investors you will work with. There is no magic number. Work with as many Investors as you feel comfortable with, and are productive for you.

Can't decide between two or more Investors? Don't be afraid to send them the same leads. Which Investor was first to take action? What was the result?

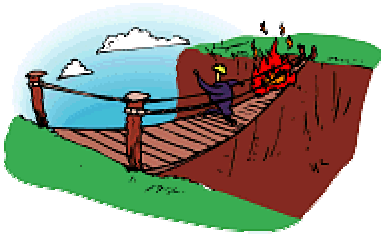
As you narrow your numbers you will notice an improvement to your ratios; it's natural as you weed out the non-productive Investors.

This won't be a knock against any Investor. There could be a number of reasons why their production may not be as good.

Maybe they were too busy with other projects. Maybe the leads you provided did not fit their needs. Maybe they were fielding leads from too many people to give yours the proper attention. Maybe your personalities just don't mesh.

Again, this is your business and you must use your resources on the Investors who are **productive for you**. That's not to say you won't ever work with the others again.

You may come across a lead type that is rare and one of the other Investors may just specialize in it. Like in any industry never burn your bridges, because you may have to cross them again.



After you become familiar with the Investors that are providing you with income, you will want to start thinking about which of these Investors would make the best mentors.

The numbers are very important when selecting your mentors, but they are not everything. You will also have to consider some other facts.

How responsive is he? How much information does he share with you? Can you work with him closely? Does he have special skills that you want to learn?

Here are a few characteristics you should look for in your mentors

- ✓ A person who is able to work well with other people
- ✓ A person who is organized with excellent record keeping-skills

- ✓ A person who is not afraid of risk
- ✓ A person knowledgeable about real estate laws and regulations.
- ✓ A person willing to devote some time to your growth
- ✓ A person who understands all levels of investing
- ✓ A person who can juggle several tasks at the same time

These are all personality traits you should strive to achieve for yourself during your mentorship. After all, to be a successful Investor you will need all of these abilities.

You also want to look for those who are open and willing to share their knowledge with you. Ask questions which include, but are not limited to,

How do I determine how much to pay for a property?
How do I evaluate repair costs?
How do I arrange financing?
What is the State's foreclosure process?
How do bankruptcy laws work?
Do you ever work with Real Estate Agents?
How long have you been an Investor?
What did you do before you were an Investor?
Why did you decide to become an Investor?
How do you get people to buy your properties?
How many properties are you able to buy each month?
Why do you specialize in this type of property?
Can I go along with you to look at one of my property leads?
Can I go along to close on one of my property leads?
How did you purchase your first property?
Where did you get the money to purchase your first property?
What do you think of renting property to tenants?
In your opinion what's the best type of property to buy?

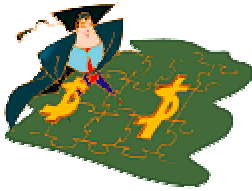
Why is this the best type of property to buy?
What's the number one thing I should be aware of when buying my first property?
What should I look for in an attorney for my business?
Any recommendations?
What should I look for in an accountant for my business?
Any recommendations?
What should I look for in a title company?
Any recommendations?
What should I look for in a mortgage broker?
Any recommendations?
Do you advertise?
Why or why not?
Do you ever flip properties for quick cash?
Why or why not?
What legal structure would you recommend and why?

You get the idea; ask every question that you can think of, a good mentor candidate will patiently answer all of your questions. A mentor would never hesitate to share knowledge, and will gladly take you along to look at and close on properties to assist with your development.

Select your mentors carefully; they will have a profound effect on the success of your Real Estate Investing career.

Bringing it All Together

To use an earlier analogy...



...it's time to "bring all the pieces together".

We have covered a lot of detailed information that can help you earn thousands of dollars in your spare time, while learning the ins and outs of Real Estate Investing, and preparing you to become an Investor yourself.

All of this information does absolutely no good if you don't put it into action. You can re-read the course 5 times and understand all of the instructions, but it's a waste of your time if you don't ever use it!

Don't wait until Monday or a week from Monday or the first of the month, **start now**. Sure you won't be an expert your first time out and you will make some mistakes.

But guess what? Everyone does in the beginning. The successful Jobbers learn from those mistakes and are the better for the experience.

Experience will solve a lot of the fears and apprehension that you might have right now. You will soon wonder why you ever thought about hesitating. But, there is only one way to get experience and that is to get started, right now!



Call your first Investor and you'll find out they don't bite!

Do your first drive by; it's actually kind of fun searching for the FSBO houses. Soon you will be like a bloodhound...



... sniffing those leads out. You will begin to learn the neighborhoods and even recognize the different types of for sale signs used.

After some practice with the public records, finding what you need will be a breeze. Think about it, it really takes dedication and practice to be good at anything. OK, I'll get off of my soapbox now.

With all of this information at your fingertips let's not lose sight of the simplicity of real estate jobbing. I have said throughout this volume that your job is simply to generate leads for Investors.

Even though you now have a multitude of ways to generate leads, it's still basically a 5-step process as illustrated in the figure below.

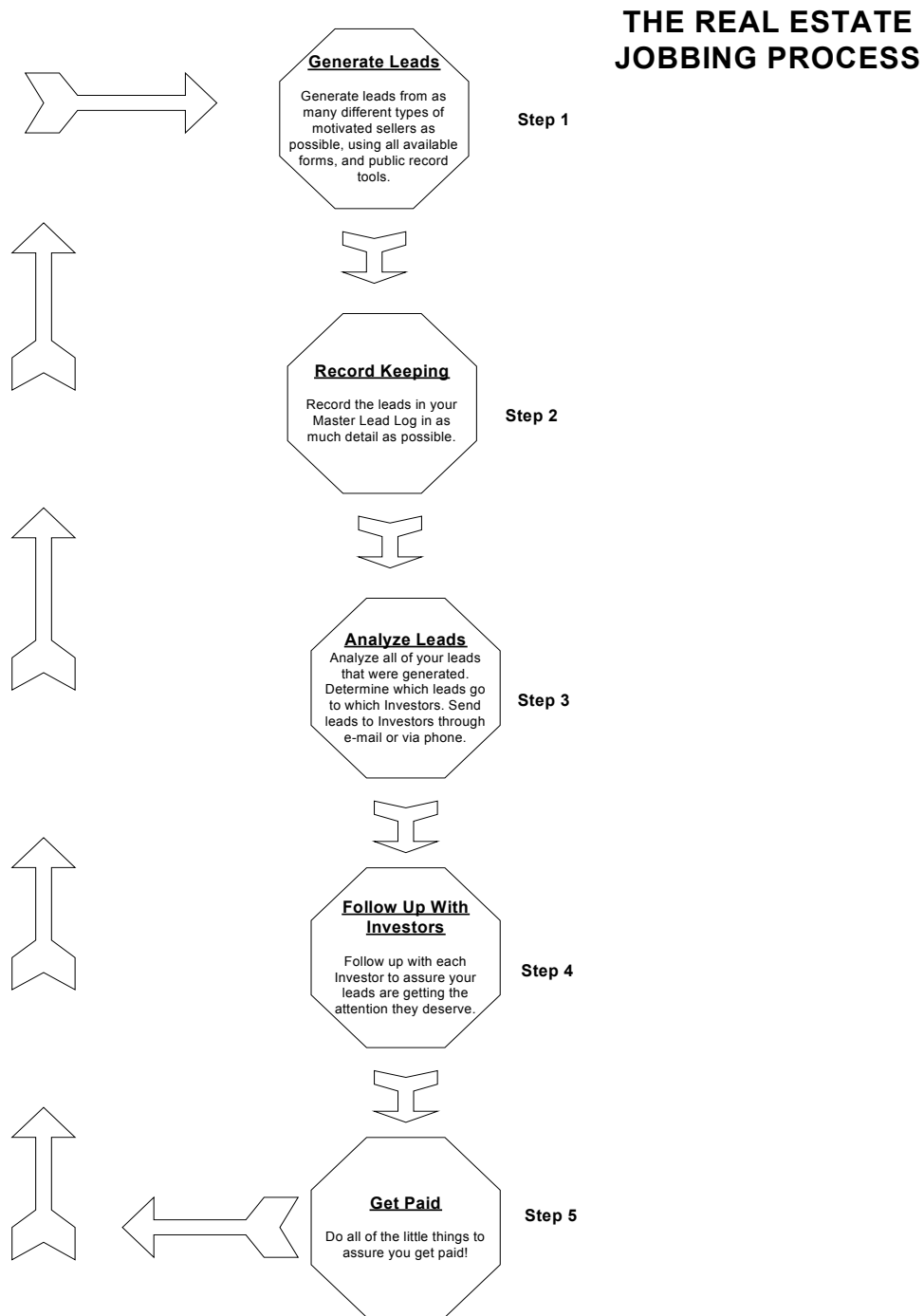


Figure 57 - The Jobber Process

10-Day Quick Start Plan

Map a basic plan for the next 10 days; it should look similar to this.

Day 1	Begin reading this Getting Started Guide	1-2 Hours
Day 2	Finish reading this Getting Started Guide	1-2 Hours
Day 3	Contact 20 Investors	1-2 Hours
Day 4	Contact 20 more Investors	1-2 Hours
Day 5	Visit Court House - learn processes and layout	2-4 Hours
Day 6	Visit Court House-gather 20 leads	2-4 Hours
Day 7	Drive-bys - gather 20 leads	1-2 Hours
Day 8	Access public records on-line for property details	1-2 Hours
Day 9	Record leads in Master Lead Log	1-2 Hours
Day 10	Re-read Volumes 2 and 3	3-4 Hours

Figure 58 -10-Day Quick Start



Get off to a quick start!

You should also plan to read or listen to motivational material for an hour either in the morning, during your lunch break or before you go to bed.

This plan will get you started right away, while allowing you to gradually get your feet wet and build some confidence while you practice the basic steps.

During the balance of your first month you should explore the other types of leads and try to accumulate 200 leads, and assign these leads to your Investors as we discussed earlier. You should also complete your 5-year plan; your 12-month plan and your action plan for the next month.

I can't help you with your long and short-term goals, as these will depend on what you want out of life. Consider the earning potential based on the deals negotiated with your Investors and the time you will invest in your jobber business, this will help with your financial planning.

Be conservative initially and plan to generate a referral fee in 1 out of every 100 leads that you provide. You can adjust the numbers as you analyze your ratios and determine how many and what types of leads turn into cash.

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Monthly Action Plan

Your action plan for the second month might look something like this.

Action Plan Month of _____ 20__

- 150 Drive-bys FSBO, FRBO Vacant Home leads
- Mail to 150 landlords
- Obtain 100 Pre-foreclosure leads
- Call 100 aged classified ads
- Find 50 evictions
- Find 10 code violations
- Submit at least 300 referrals to Investors
- Receive at least one referral fee
- Join a local real estate investment club

Figure 59 - Sample Monthly Action Plan

These are just suggestions; you will have to fill in the actual numbers for yourself. Each month re-state your numbers to better reflect what your actual results should be.

MOTIVATION REVISITED

Motivation is the Key To Your Success!



Motivation is so important to your success that I am going to mention it again before closing this volume. Lack of motivation is the number one reason why people don't fulfill their potential.

At the time of his final retirement Michael Jordan was still highly motivated to be the best player in the world, not for fame or fortune, he just wanted to be the best.

Compare him to some other players coming into the league, who get astronomical bonuses without playing a game. Many end up as underachievers, because they can't get motivated to be the best. Money cannot buy motivation and you cannot succeed without it.

Don't be an underachiever!

Motivation is extremely important and is something you will have to find from within; there is no magic formula that works for everyone. You will have to find out what drives you and put it to work.

Review your long-term goals, short-term goals, and monthly action plan each day. What action did you take today to move a step closer to your goals?

To achieve your goals you will have to move out of your comfort zone and take some risks. Not financial risks, but you will have to risk learning and trying something new. Remember, you can't change your life unless you change your life.

Your biggest enemy is fear, although it should be your best friend. When you find yourself afraid, you should embrace the fear and relish conquering it.

In order to conquer your fear you will have to face it and overcome it. This is accomplished by understanding your fear and taking whatever action is necessary. Your challenge is to figure out what action is needed. As your familiarity grows, the fear will diminish.

Almost assuredly you will gain new skills and knowledge every time you overcome a fear.

Fear has been around since the beginning of time. If our ancestors had not overcome fear, we would still be living in caves! You see, people have been overcoming fear for a very long time. Fear is nothing new.

Below is an article that wrote on fear a while back, which many people found useful.

What Are You Really Afraid Of?

Fear is one of the biggest success killers there is. It not only stops people from becoming successful, it stops many people from even trying! What's the definition of fear? According to dictionary.com there are 4 definitions:

“A feeling of agitation and anxiety caused by the presence or imminence of danger, a state or condition marked by this feeling: living in fear”.

“A feeling of disquiet or apprehension: a fear of looking foolish”.

“Extreme reverence or awe, as toward a supreme power”.

“A reason for dread or apprehension: Being alone is my greatest fear”.

Let's look at fear from a business prospective. The first definition really does not apply. There is no imminent danger in Real Estate Jobbing, and it's certainly not life threatening. The last three definitions are where we usually run into problems, especially in the business of real estate investing.

Fear is really about unfamiliarity and apprehension. This is the type of fear you can conquer. If you really think about it we've done so throughout our lives. Didn't you once have apprehension about riding a bike, or going on a roller coaster, or learning to drive? Yet most of us were able to overcome these fears.

In fact my 10-month-old son is afraid to walk right now. He will take a step or two and then revert to crawling. Why? It's because crawling is more familiar to him, and it makes him feel more comfortable. Yet, I have no doubt that he will “step” out of his comfort zone, conquer his fear and begin walking soon.

I know these are basic fears, but conquering fears to move your business forward is really no different. Let's look at conquering fear analytically. We can break it down into four steps and then apply these steps to our fears.

F – figure it out.

E – evaluate it.

A – action plan it.

R – repeat it.

Step 1 is figuring out what we are really afraid of. Let's use the common fear of public speaking as an example. Are we really afraid of speaking in public? Probably not, we do it all the time. The fear is more likely the act of speaking in front of a captive audience. To make it worse the audience may be completely composed of

strangers, and they are unfamiliar to us. Also we will most likely have to stand up and be on display during the speech.

You have to think through the surface fear and figure out what's really causing the apprehension.

Step 2 is evaluation. Why are we afraid of speaking to a captive audience? I know fear is an emotion, but let's try approaching it analytically. Are we afraid of misspeaking? Are we afraid of being embarrassed? Are we afraid of being asked a question? Are we afraid of what people will think? Are we afraid that our pants might fall down :)? It's probably a combination of all of these possibilities, plus some others.

Now we're making some progress and getting to the root cause of our fear. When evaluating a fear ask yourself, "What's the worst that could happen?" Make a list of these possibilities and you'll have a good start on your evaluation of the fear.

Step 3 is to develop an action plan to overcome the fear. If we are afraid of misspeaking, being embarrassed, or being asked a question, then we can practice our speech over and over again, and even have notes during the speech.

Will this guarantee that we won't trip over a word do to nervousness? Of course not, but we also realize that all great speakers stumble over words do to nervousness or excitement. Do you really think any less of a person who corrects himself or herself while talking? Now let's develop a plan of attack.

We need to practice in front of a live audience. Remember crawl before you walk. Let's start by standing up and speaking in front of a few of our friends. There will be some initial nervousness and embarrassment, but it will soon pass. Then we might volunteer to give a presentation at a group we're involved with, such as the homeowners association, the kid's school, the office etc.

There will now be a combination of people we know and people we don't know. Again there will be some initial nervousness, but it passes quickly. Now maybe we move up to the local toastmaster's club and follow the same routine.

Soon we realize that there will probably always be some initial nervousness, but it will pass and we will complete the speech and answer questions. In other words the process starts to become familiar.

Step 4 is to simply repeat the actions that you determined would help you overcome the fear. Repetition breeds familiarity, and once you become familiar with something you won't fear it.

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So what are you really afraid of? Calling Investors, calling motivated sellers, going to the courthouse, going to an Investment club Meeting, setting up a website. You're probably not really afraid of any of these things.

There is no way to be successful in this business without stepping outside of your comfort zone. Use the four steps above and don't let fear stop you from succeeding.

Like my son, if you start with baby steps, before you know it you'll be walking and then running!

By the way, my son is now walking and running so much we can barely keep up with him!

As I've said throughout the course, Real Estate Jobbing is a numbers game, and it's easy to get discouraged and give up. Don't let yourself give up; success is just around the corner. Draw motivation from the great ones and persevere.

We all possess the inherent ability to achieve our dreams; some of us just don't realize it. The average person will give up at the first sign of a stumbling block, when the answer may have been just beyond.

You must learn how to get over the stumbling blocks and turn them into building blocks. You will build your knowledge with them and eventually achieve everything that you have set your mind to.

Did you know Thomas Edison had over 10,000 failed experiments before he finally invented the light bulb? Thomas Edison never doubted he would succeed. He knew every failed experiment put

him one step closer to success. He basically failed his way to success!



I'm not saying it's going to be easy, because it's not. If it were easy everyone would be living the lifestyle of his or her dreams. The rewards will be worth the effort; after all you have determined the rewards that you're going after.

Unfortunately, most people will go through life and simply accept their circumstances, and basically just play out the string.

Life is too short not to get what you want, and I'm not just talking about money. Money cannot buy love, health, relationships or happiness, despite what you hear. Your goals should include all aspects of your life.

As Zig Zigler says, "...*you want to be able to get anything that money can buy, and have all of the things money can't buy.*"

I'm now going to give you the biggest secret of success that you will hear from all of the experts.



If you truly believe with every fiber of your being that you will achieve your goals, and you don't give up, you will undoubtedly succeed. It's that simple.

I will let the experts explain why, but start developing that mind set right now.

I'm far from an expert on motivation, but I have read and taken the advice of some experts. Books and tapes are the most cost effective knowledge that you can obtain.

I have included a suggested reading section in your Jobber Biz Toolz, which includes some of the best motivational books and audio programs available.

Some date back to the 1800s; don't laugh, men like Ben Franklin and Thomas Edison had to derive their motivation from some place. Some of the suggested reading is also from some of today's experts. Take advantage of them; these are time proven methods which continue to work today.

These sources of motivation will be your companions. You can take them wherever you go. Whenever you feel discouraged, begin

reading or listening to motivational messages. It's amazing how much this can pick up your spirits.

I won't attempt to compress these techniques into a few short paragraphs, as this would do a disservice to the many years of research that went into the books, and short change you on what is offered.

It doesn't matter how sound your plan is; if you can't motivate yourself to keep going during the tough times, then you will give up at the first bump in the road and ultimately fail like 99% of the population. Don't be one of the 99%.

SUMMARY

We Have Traveled a Long Way



And success may just be over the horizon!

We have covered a great deal of material in a relatively short period of time. Read this volume over and over again until you are intimately familiar with everything that it contains.

Don't get caught up in all of the details and become afraid to get started.

You don't have to be an expert on day one to get started. It's better to start immediately and make a few mistakes, than waiting until you know it all. You will be waiting a long time.

Don't lose sight of the big picture. Remember this is the simple business of providing leads to Real Estate Investors.

We found out that it's very easy to become a Real Estate Jobber. There are no special qualifications required. The Real Estate Jobber course includes everything that's needed to get started right away.

There are a variety of methods that Investors can use to pay you for successful leads. You will negotiate the payment arrangements. Be creative, because there is nothing set in stone dictating how you should be paid. The most common method for beginners is the flat fee.

We reviewed four easy ways to find as many Investors as you care to work with. Most Investors will be anxious for you to find them leads. We also determined that a course of action must be set along with your long and short-term goals in order to succeed.

Your financial expectations should be based on a combination of the number of leads that you generate and the referral fees negotiated with your Investors. You will have to continually generate hundreds of leads in order to build a steady income stream.

Learning to use the public records will be critical for the success of your Jobber business. The public records contain the detail information that your Investors will need. Providing this information is what makes your service so valuable.

The Property Appraiser and Property Tax records will be used for almost every lead. The names of these departments will vary by County and State. The Clerk of Courts is your starting point to get information.

You were introduced to a multitude of sources for generating leads for your Investors. There are direct marketing sources, paid

marketing sources and passive marketing sources. You will have to use a combination of lead-generating sources to maximize your earnings.

You can increase your income and knowledge by providing premium leads to your Investors. You will take the extra step of contacting the property owner and further qualifying the leads.

We looked at managing your business and the importance of organization. By maintaining and using the Master Lead Log you should be able to calculate the basic Real Estate Jobber financial ratios. This will help you determine which Investors have been most effective, and will make the best mentors.

You can use the 10-day quick start plan to get your feet wet while you are still learning the basics. The important thing is to make sure you get started, and not delay.

Motivation is something that you will have to find within. You have to figure out what motivates you, and focus on it. Use motivational books and recordings to keep you motivated and reinforce your beliefs.

WHAT'S NEXT?

Volume 3 – Real Estate Jobbing in Action

Next you will move on to Volume 3 – Real Estate Jobbing in action. You will spend some time with Jo Jobber as she builds her Real Estate Jobbing Business. This will give you some ideas on what to do while you are getting your business off of the ground.

After completing Volume 3, it's a good idea to revisit Volume 2. Some of the principals will make even more sense.

[Real Estate Jobbing Volume 2](#)

APPENDIX A

Sample Forms

The forms included with this guide are intended for use as a template. Most of the forms have been resized to fit on a single page and will not reproduce well. I suggest that you re-create the forms on your computer for best use. The following forms are included:

- Investor Evaluation Form
- Property Analysis Form
- Drive By Log
- Mileage Log
- Rental Mail Merge Log
- Master Lead Log

Please feel free to use and modify the electronic version of these forms included with your Real Estate Jobber Biz Toolz. The forms are in a zip file, and you will need a zip utility program to open them.

These forms are in the Excel (.xls) format. If you don't own Microsoft Excel, you can use the 602Tab software included in your Jobber Biz Toolz. It works just as well.

The forms included in the course should be used as a guide. They will give you an idea of how I organized my business, but feel free

to manipulate them and customize them to fit your needs. After all, it's your business.

If you don't have the WinZip utility, it can be downloaded free of charge at: <http://www.winzip.com/ddchomea.htm>

Investor Evaluation Form

INVESTOR EVALUATION FORM

Company Name	
Phone Number	
E-mail address	
Contact	
Referral Fee	
Information Needed	
Type of Property	
Price Range	
Area of Town	

Type of Seller:		Services Offered	
FSBO	☐	Flip	☐
FRBO	☐	Rehab	☐
OOA Owner	☐	L/O	☐
Pre For	☐	Rent	☐
Abandoned	☐		
Estate	☐		
Divorce	☐		

Notes

Property Analysis Form

[illegible]

Drive By Log

Drive By Log

[illegible]

Mileage Log

[illegible]

Master Lead Log

[illegible]

Sample Jobber Contract

This contract is intended to provide a sample of the information you should include in a contract with your Investors. Always have any legal document reviewed by an attorney before using it.

Jobber Business Services Contract

This agreement dated _____(1)_____, is made by and between _____(2)_____, whose address is _____(3)_____, referred to as "Investor", AND _____(4)_____, whose address is _____(5)_____, referred to as "Jobber."

1. Jobber Services. The Investor hereby contracts the Jobber to perform the following services in accordance with the terms and conditions set forth in this agreement:

Include all of the services you will perform in this section.

2. Terms of Agreement. This agreement will begin _____(6)_____ and will end _____(7)_____. Either party may cancel this agreement on thirty (30) days notice to the other party in writing, by certified mail or personal delivery.

3. Time Devoted by Jobber. It is anticipated the Jobber will spend approximately ____ (8) ____ in fulfilling its obligations under this contract. The particular amount of time may vary from day to day or week to week.

4. Place Where Services Will Be Rendered. The Jobber will perform most services in accordance with this agreement in _____(9)_____ County(s).

5. Payment to Jobber. The Jobber will be paid per the following fee schedule:

Include your detailed fee schedule here

Investor will pay Jobber within three (3) business days after closing on the property.

6. Independent Contractor. Both the Investor and the Jobber agree that the Jobber will act as an independent contractor in the performance of its duties under this agreement. Accordingly, the Jobber shall be responsible for payment of all taxes including federal, state and local taxes arising out of the Jobber's activities in accordance with this agreement, including by way of illustration but not limitation, federal and state income tax, social security tax, Unemployment Insurance taxes, and any other taxes or business license fee as required.

7. Confidential Information. The Jobber agrees that any information received by the Jobber during any furtherance of the Jobber's obligations in accordance with this agreement, which concerns the personal, financial or other affairs of the Investor will be treated by the Jobber in full confidence and will not be revealed to any other persons, firms or organizations.

8. Signatures. Both the Investor and the Jobber agree to the above terms and conditions.

INVESTOR:

_____(12)_____ (13)_____ Date of Signature

Witnessed by:

_____(10)_____ (11)_____ Date of Signature

JOBBER:

_____(14)_____ (15)_____ Date of Signature

Witnessed by:

_____(10)_____ (11)_____ Date of Signature

NOTES

Start Your Plan Here

[illegible]